



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
DIPLOMA IN SALES AND MARKETING
BMK 2206: SALES MANAGEMENT
SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 2HOURS

DATE: Pick Date Jul 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- a) Explain the role of salesmen in an organization. (10 marks)
- b) Explain the four principles of sales organizations and the implication of each. (10 marks)
- c) Highlight some of the techniques that the sales force can use to handle objections. (10 marks)

Question TWO

- a) Explain how the role of present day selling is different from selling in the past, and give the reasons why. (10 marks)
- b) Explain the benefits of sales budgeting to a newly hired sales manager who argues that sales budgeting and is the responsibility of finance department not sales department. (10 marks)

Question THREE

- a) Why is it necessary to continuously train sales people in today's marketing environment? (10 marks)

- b) Discuss the steps in marketing segmentation and why its knowledge is important to a salesperson. (10 marks)

Question FOUR

- a) With relevant examples, explain the meaning of the following emerging pattern in personal selling
- i. Team selling (2 marks)
 - ii. Relationship selling (2 marks)
 - iii. Telemarketing (2 marks)
 - iv. System selling (2 marks)
 - v. Internet selling (2 marks)
- b) Explain the major ways through which the management may motivate the sales force. (10 marks)

Question FIVE

- a) Explain any five reasons why the study of consumer behavior is important to a salesperson. (10 marks)
- b) Explain any five major factors that affect buyers' decision-making. (10 marks)