



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

UNIVERSITY EXAMINATION FOR:

BACHELOR OC COMMERCE

BACHELOR OF BUSINESS ADMINISTRATION

BMK 4302: SALES MANAGEMENT

END-OF-SEMESTER EXAMINATIONS

SERIES: DECEMBER 2024

TIME: 2 HOURS

Instructions to Candidates

Answer Question ONE (compulsory) and any other TWO questions

Do not write on the question paper.

Question ONE

- a) (i) Define salesmanship. (2 marks)
- (ii) Explain the premises on which the selling is built. (8 marks)
- b) Discuss the qualitative method used for evaluating salespeople. (10 marks)
- c) Describe methods that are used to motivate sales people. (10 marks)

Question TWO

- a) Discuss the process of selling. (10 marks)
- b) Briefly discuss the roles of a sales manager. (10 marks)

Question THREE

- a) Explain the challenges faced by salespeople in carrying out their work. (10 marks)
- b) Explain the factors that managers take into account when organizing the salesforce. (10 marks)

Question FOUR

- a) With the aid of a diagram, illustrate the process of planning the sales journey. (10 marks)
- b) Discuss the factors that salespeople take into account when preparing the territorial budget. (10 marks)

Question FIVE

Write short notes on the following:

- i. Medium term forecasts. (4 marks)
- ii. Ambassadorial role of salespeople. (4 marks)
- iii. Direct commission payment. (4 marks)
- iv. Customer care desk. (4 marks)
- v. Customer based structure. (4 marks)