



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

UNIVERSITY EXAMINATION FOR DEGREE OF:

BACHELOR OF BUSINESS ADMINISTRATION

BACHELOR OF COMMERCE

BMK 4302: SALES MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 2025

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) Illustrate the selling skills that salespeople need to possess. (10 marks)
- b) Explain the important roles played by customer service desks in organizations. (10 marks)
- c) Discuss five characteristics of sales people. (10 marks)

Question TWO

- a) Describe the factors that need to be taken into account when motivating the sales team. (10 marks)
- b) Discuss the dangers of paying salespeople by using straight salary. (10 marks)

Question THREE

- a) Explain the benefits of interviewing sales people before employing them. (10 marks)
- b) Explain the factors that need to be taken into account when handling customers complaints. (10 marks)

Question FOUR

- a) Illustrate the benefits of training the sales team. (10 marks)
- b) Discuss the most common methods used by organizations to structure sales departments. (10 marks)

QUESTION FIVE

Write short notes on the following:

- i. Importance of sales planning. (4 marks)
- ii. Evaluation of sales people using quantitative methods. (4 marks)
- iii. Commission payment. (4 marks)
- iv. What are the possible reactions of disappointed customer? (4 marks)
- v. What are factors considered during sales negotiations. (4 marks)