



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

## **BMK 4301: SALES MANAGEMENT**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** JULY 2014

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

***This paper consists of Two printed pages***

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### **SECTION A (Compulsory)**

#### **QUESTION 1**

- a) A sales representative would have to follow a sales method, which helps in dealing better with the customer. Various steps are involved in converting a prospect to a buyer of the product/service. Discuss. **(20 marks)**
- b) Explain the benefits of using personal selling as a communication for selling tourism products. **(10 marks)**

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

After the sales person knows that the customer is willing to make a purchase but has some concern about the price or features, then he/she will enter into negotiation process.

- a) Explain the meaning of the term ‘negotiation’. **(3 marks)**
- b) Describe the **SEVEN** principles of negotiation. **(14 marks)**
- c) Highlight the **THREE** steps of the negotiation process. **(3 marks)**

**QUESTION 3**

Sales managers are involved in job analysis, which deals with collection of detailed information about the job. The information collected would include the necessary skill set, duties and responsibilities a job requires to be performed.

- a) Explain the various skills you will be looking for in a potential sales representative. **(10 marks)**
- b) Elaborate the job design techniques, their advantages and disadvantages. **(10 marks)**

**QUESTION 4**

Before the initiation of a training program, it is very important to understand the objectives of the training

- a) Using a neat diagram, illustrate the steps involved in the sales training process. **(8 marks)**
- b) Discuss the common objectives which most of the training programs would try to achieve. **(12 marks)**

**QUESTION 5**

The sales planning process includes a set of activities that needs to be performed to achieve the goals or objectives of the salesforce. It is the duty of the sales manager to create a plan that is well documented and which ensures proper management of logistics, finance, manpower, inventories and purchases. Describe the elements of sales planning. **(20 marks)**