



TECHNICAL UNIVERSITY

OF MOMBASA

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT**

BMK 4350 : SALES MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: April, 2025

TIME: 2 HOURS

DATE: Pick Date.

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 **ALL** questions in section A and any other **TWO** questions in section B.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

a) Feelings of inequity can arise when an individual's efforts or performance on the job exceeds the rewards they receive. Sales people who feel they contribute more than others to the organization expect to receive proportionately greater rewards. With reference to Adam's inequity theory, explain six areas that inequity can be felt by a sales person. **12 marks**

b) A certain firm has decided to use the jury of executive opinion method of forecasting its sales. Outline four advantages and four disadvantages of using this method. **(8 marks)**

c) Enumerate TEN benefits that a firm may derive from establishing an appropriate motivation program for the sales force **(10 marks)**

QUESTION TWO

- a) Explain Five advantages of Key account sales structure (10 marks)
- b) Hussain, the sales manager of Potato ltd recently set sales quotas for the company's sales people. Explain Five advantages and Five limitations of setting such quotas. (10 marks)

QUESTION THREE

- a) Discuss merits and demerits of outsourcing sales force team (10 marks)
- b) Describe Five remunerations plans that can be deployed to remunerate sales people (10 marks)

QUESTION FOUR

- a) Highlight Importance of salesmanship to manufacturers, consumers and the wider society. (10 marks)
- b) Explain Five relevant qualities and attributes of an ideal salesperson (10 marks)

QUESTION FIVE

- a) Analyze the steps involved in the selling process (10 marks)
- b) Justify the objects of classroom training format for sales people in an organization. (10 marks)