

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF COMMERCE**

BCOM 320: SALES MANAGEMENT

STREAMS: B.COM Y3S1

TIME: 2 HOURS

DAY/DATE: MONDAY 17/12/2012

2.30 P.M – 4.30 P.M.

INSTRUCTIONS:

1. Answer question One and any other two questions.
2. Do not write on the question paper.

Question One

You have been recently appointed as a sales manager of Magical Co. Ltd. You are required to facilitate a seminar entitled “The role of sales management in the firm’s profitability” by discussing the following:

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|---|------------|
| (a) Selling and marketing. | [5 marks] |
| (b) Ethics in Sales management. | [10 marks] |
| (c) The major qualities of good sales representative. | [5 marks] |
| (d) The importance of salesmanship. | [10 marks] |

Question Two

Assume you are the managing director of a manufacturing firm that is involved in the manufacturing of foodstuffs. You realize that the sales are declining and you are convinced that the major cause is poor motivation among the sales force. At present they are paid on straight commission basis. Explain your thoughts concerning how you will deal with the situation.

[20 marks]

Question Three

A firm has hired you as a sales management professional to facilitate an induction cause for their new sales representatives. You are required to present a paper explaining the selling process. What would be the contents of your presentation? [20 marks]

Question Four

(a) Discuss briefly the methods of recruitment and selection of the sales force. [10 marks]

(b) Explain briefly the major sales force structures. [10 marks]

Question Five

(a) Highlight the specific objectives of training the sales force. [10 marks]

(b) Outline and explain the types of quotas used by sales managers. [10 marks]
