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**University Examinations 2015/2016**

THIRD YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

**BFB 3307 : SALES MANAGEMENT**

**DATE: AUGUST, 2016 TIME: HOURS**



**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions.*

**QUESTION ONE (30 MARKS)**

1. Explain the essential features of salesmanship. (10 Marks)
2. You have been recruited as a marketing manager for Company XY. The company further intends to recruit a sales manager for effective management of sales activities. Discuss the compelling characteristics that you would advice the management to consider in the important recruitment. (12 Marks)
3. Recruitment and selection are critical to acquisition of the best-fit manpower for an organization. In view of that elucidate the selections procedures you would go through in getting the best fit prospective employee. (8 Marks)

**QUESTION TWO (20 MARKS)**

a) Salesmanship is not a one-stop activity. With view of this statement explain the sales process you would go through for the sale of company products. (12 Marks)

b) Discuss the subjective and objective methods of forecasting. (8 Marks)

**QUESTION THREE (20 MARKS)**

a) Discuss the cavier stage through which sales people go through. (10 Marks)

b) As a sales manager in a reputable manufacturing industry, explain the stage you would go through in designing sales training. (10 Marks)

**QUESTION FOUR (20 MARKS)**

a) Discuss some of the sales training methods a sales manager can use to train his sales people. (10 Marks)

b) Explain the requisites of effective sales management. (10 Marks)

**QUESTION FIVE (20 MARKS)**

a) Discuss importance of information technology in enhancing sales management in modern organizations. (10 Marks)

b) Explain some of the challenges in today’s sales management indicating how you would address those challenges. (10 Marks)