



MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

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University Examinations 2011/2012

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

HCB 2206: SALES MANAGEMENT

DATE: APRIL 2012

TIME: 2 HOURS

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

QUESTION ONE (30 MARKS)

- a. Explain the following concepts as used in sales management:
 - i. Sales quota
 - ii. Sales territory
 - iii. Role playing
 - iv. Motivation
 - v. Sales forecast (10 Marks)
- b. The main aim of personal selling to make sale describe how a sales person can achieve this objective. (10 Marks)
- c. Differentiate between sales, advertising and marketing (5 Marks)
- d. Distinguish between a job description and personnel specifications (5 Marks)

QUESTION TWO (20 MARKS)

- a. You have been appointed as the chairman of committee whose main mandate s to recruit staff for the sales and marketing department. None of the members has ever carried out this task before and they need you to guide them the process. Giving relevant examples explain to the committee members the recruitment process. (10 Marks)
- b. For an industry of your choice write suitable job description and personnel specification (10 Marks)

QUESTION THREE (20 MARKS)

- a. Kyalo, a new employee in the sales department, does not understand why management should 'waste time' preparing a sales forecast instead of concentrating

on doing the most important job of selling. Giving relevant examples, explain to him the importance force sales forecast. (10 Marks)

- b. Explain the relevance of Maslow's Hierarchy of needs motivation theory in today's sales force management (8 Marks)
- c. Why is it important to supervise a sales team (2 Marks)

QUESTION FOUR (20 MARKS)

- a. The sales process constitutes an important role in creating customer value. Giving relevant examples explain the eight steps involved in the sales process. (13 Marks)
- b. The marketing director has requested you to train the new sales person who have hired in your department. Prepare a suitable training program for the recruits. (7 Marks)

QUESTION FIVE (20 MARKS)

- a. Discuss the role of motivation on sales/ marketing team (10 Marks)
- b. Define the sales planning process and explain the steps involved in the sales planning process (10 Marks)