

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2015/2016 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 333**

**COURSE TITLE: SALES MANAGEMENT**

**DATE: 2ND DECEMBER, 2016**

**TIME: 2.00 P.M-5.00 P.M**

**Instructions:**

Answer question **ONE** and any other **THREE** questions.

**QUESTION ONE**

1. Explain the major areas which sales manager should consider when training sales force. (10 marks)
2. Describe the major approaches or methods a manager may use to compensate employees. (10 marks)
3. Explain the meaning of sales management. (5 marks)

**QUESTION TWO**

1. Being a sales manager, explain the conditions which may force an organization to conduct sales training. (10 marks)
2. Explain the benefits of advertising in selling organizations. (5 marks)

**QUESTION THREE**

1. Discuss some of the techniques which sales manager may use to motivate sales force. (10 marks)
2. Explain the qualities of sales person. (5 marks)

**QUESTION FOUR**

Discuss any factors which must be considered when designing sales territory. (15 marks)

**QUESTION FIVE**

1. Discuss any **four** techniques which sales person may use to handle objections in selling. (8 marks)
2. Explain **seven** reasons which may make sales person not to close sales. (7 marks)

**QUESTION SIX**

1. Distinguish between sales quotas and sales budget. (4 marks)
2. Explain the role of sales promotion in selling. (6 marks)
3. Highlight the importance of sales forecasting in an organization. (5 marks)