

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER EXAMINATION**

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

**COURSE CODE: BBM 333**

**COURSE TITLE: SALES MANAGEMENT**

**DATE: 8TH APRIL, 2015**

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

**Instructions:**

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

**QUESTION ONE**

1. Explain in brief the qualities of a sales manager. (5 marks)
2. Exhaustively explain the types of sales persons. (15 marks)
3. Explain the importance of personal selling. (5 marks)

**QUESTION TWO**

Discuss the **four** major methods which a sales manager may use to compensate sales force. (15 marks)

**QUESTION THREE**

1. Exhaustively explain how you may make sales successfully in your organization. (8 marks)
2. Discuss ways which you may use as a sales manager to overcome objections. (7 marks)

**QUESTION FOUR**

1. Discuss the steps which you may use as a sales manager to determine the number of sales force for your organization. (10 marks)
2. Explain the importance of pre-approach stage in selling process to a sales person. (5 marks)

**QUESTION FIVE**

Discuss the factors which sales manager shoulder consider when developing sales force training programme. (15 marks)

**QUESTION SIX**

1. Using examples explain the motivation tools which you may put in place to motivate sales force in organization. (10 marks)
2. Explain the factors which may determine the size of a sales territory. (5 marks)