**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2013/2014 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER EXAMINATION**

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

**COURSE CODE: BBM 333**

**COURSE TITLE: SALES MANAGEMENT**

**DATE: 22ND APRIL, 2014**

**TIME: 9.00 A.M-12.00 P.M**

**Instructions:**

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

**QUESTION ONE**

1. Explain the major characteristics of a good prospect. (10 marks)
2. Highlight on the essential qualities of a good sales person. (5 marks)
3. Explain on the **five** types of sales personnel. (5 marks)
4. Distinguish between selling and marketing. (5 marks)

**QUESTION TWO**

1. Discuss the key elements that Mr. Otieno can include in a training programme for his team. (10 marks)
2. Highlight on the importance of motivating sales force. (5 marks)

**QUESTION THREE**

Explain the major reasons why it is necessary to assign sales duties to sales people on the basis of natural competences. (15 marks)

**QUESTION FOUR**

1. Explain the factors which are to be considered when designing the size of sales force. (10 marks)
2. Briefly explain the three methods you may use to compensate sales force. (5 marks)

QUESTION FIVE

1. Discuss the **five** importance of demonstration in sales management. (10 marks)
2. Explain **five** ways of handling objection during selling process. (5 marks)

**QUESTION SIX**

Discuss the major factors that are considered when establishing sales territory. (15 marks)