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# **UNIVERSITY OF KABIANGA**

## **UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

### **SUPPLEMENTARY/SPECIAL EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF BUSINESS**

**MANAGEMENT**

**COURSE CODE:     BBM 333**

**COURSE TITLE:    SALES MANAGEMENT**

**DATE: 12<sup>TH</sup> SEPTEMBER, 2017    TIME: 8.00 A.M - 11.00 A.M.**

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#### **INSTRUCTIONS TO CANDIDATES**

- SEE INSIDE

THIS PAPER CONSISTS OF (2) PRINTED PAGES

PLEASE TURN OVER

UNIVERSITY OF KABIANGA  
University Examination 2016/2017  
YEAR 3 SEMESTER 2 EXAMINATION FOR THE DEGREE OF BUSINESS  
MANAGEMENT

BBM 333: SALES MANAGEMENT – SUP EXAM

**INSTRUCTIONS TO CANDIDATES:**

TIME: 3 HOURS

*Answer question ONE (COMPULSORY) and any other THREE questions*

**Question 1**

- a. Discuss six stages involved in conducting a prospect to a buyer a product/ service. (12 marks)
- b. Describe four functions of sales strategy play a major role to sales managers (8 marks)
- c. Discuss the purpose of sales organization for the sales team (5 marks)

**Question two**

- a) Describe the six general management areas of sales force management (7marks)
- b) Describe the elements of personal selling (8marks)

**Question three**

- a) Describe the process of generating a selling strategy. (7marks)
- b) Explain the factors to be considered when carrying out a market audit. (8marks)

**Question four**

- a) Discuss the role of psychological testing in the selection process for salespeople (6marks)
- b) Explain the various sources of employees for an organization (12 marks)

**Question five**

- a) Explain the sales territory concept (6marks)
- b) Explain the reasons for establishing or revising sales territories (12marks)