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UNIVERSITY OF KABIANGA

UNIVERSITY EXAMINATIONS

2016/2017 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER EXAMINATION

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

COURSE CODE: BBM 333

COURSE TITLE: SALES MANAGEMENT

DATE: 20TH JUNE, 2017

TIME: 2.00 P.M-5.00 P.M

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF (2) PRINTED PAGES

PLEASE TURN OVER

MAIN CAMPUS

UNIVERSITY OF KABIANGA

University Examination 2016/2017

YEAR 3 SEMESTER 2 EXAMINATION FOR THE DEGREE OF BUSINESS
MANAGEMENT

BBM 333: SALES MANAGEMENT – MAIN EXAM

INSTRUCTIONS TO CANDIDATES:

TIME: 3 HOURS

Answer question ONE (COMPULSORY) and any other THREE questions

Question 1

- a. Sales representatives of a company would adopt a specific sales method, which help in dealing better with the customer. Describe six stages involved in conducting a prospect to a buyer aproduct/ service. (12 marks)
- b. Describe four functions of sales strategy play a major role to sales managers (8 marks)
- c. Explain the purpose of sales organization for the sales team (5 marks)

Question 2

- a. A sales forecasting method is a procedure for estimating how much of a given product (or product line) can be sold if a given marketing program is implemented. Discuss the different methods that can be used in sales forecasting (10 marks)
- b. Describe five qualities of effective sales executives (5 marks)

Question 3

- a. Describe the relationship that exists between sales teams and other functions in the organization (10 marks)
- b. Explain standards of sales force performance. (5 marks)

Question 4

- a. Continuing changes in the marketplace makes motivating of sales persons a particularly difficult and important task. Discuss the importance of sales of motivation. (10 marks)
- b. Discuss the various types of compensation plans. (5 marks)

Question 5

- a. Discuss the different approaches of improving sales force productivity (10 marks)
- b. State and explain the sources of recruitment for a firm (5 marks)