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**W1-2-60-1-6**

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2014/2015**

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

**HBM 2302 : SALES MANAGEMENT**

**DATE: APRIL 2015 TIME: 2 HOURS**

**INSTRUCTIONS:**

**ANSWER QUESTION ONE[COMPULSORY] AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE [COMPULSORY]**

1. Highlight the sales process and discuss the effectiveness of each stage of the process. [10 marks]
2. What are the main features of effective sales people in today’s dynamic business environment [10 marks]
3. Sales forecasting is a significant aspect of organizational success. Discuss FIVE benefits of sales forecasting. [10 marks]

**QUESTION TWO**

1. Discuss the factors considered by organizations in selecting a channel of distribution in marketing [10 marks]
2. Explain the features of modern selling in today’s businesses. [10 marks]

**QUESTION THREE**

1. Discuss the elements of sales management [10 marks]
2. Most organizations today have put a lot of focus and resources on sales and marketing function in their organizations. Discuss [10 marks]

**QUESTION FOUR**

1. Information and communication technology is used in sales to achieve its main goals. Discuss FIVE ways in which ICT is applied in sales today. [5 marks]
2. Highlight FIVE differences between consumer and organizational buying . [5 marks]
3. Discuss THREE forms of price policies and its effect in sales [6 marks]
4. Highlight the main advantages of training and development of sales force. [4 marks]