



# **MASENO UNIVERSITY**

## **UNIVERSITY EXAMINATIONS 2017/2018**

### **THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH INFORMATION TECHNOLOGY**

#### **MAIN CAMPUS**

#### **ABA 308: SALES MANAGEMENT**

Date: 16<sup>th</sup> February, 2018

Time: 3.30 - 6.30pm

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#### **INSTRUCTIONS:**

- Answer Question ONE and any other THREE.
- Question ONE carries 25 marks. The others carry 15 marks each



**Question 1.**

(a). Analyze the demerits of personal selling as compared to other promotional methods (10 marks)

(b). Explain the circumstances under which personal selling constitute the bulk of company's promotional budgets. (10marks)

(c). As a professional consultant, the sales person needs certain skills. In this regard, evaluate the skills needed by the sales person to effectively perform his/her roles. (5 marks)

**Question 2.**

a). Suggest five strategies for handling objectives in personal selling process. (5marks)

(b). Recommend techniques of closing sales in personal selling process (10 marks)

**Question 3.**

a). Explain with examples ways in which sales responsibilities are organized. (8 marks)

(b). Recruitment is one of the staffing issues in sales force management. Analyze the steps involved in recruitment of sales force. (7marks)

**Question 4**

a). Explain five objectives of sales force training. (5 marks)

(b). Analyze the steps involved in designing an effective sales compensation plan. (10 marks)

**Question 5.**

a). Describe the purpose of sales person performance evaluation. (10marks)

(b). Explain the reasons for establishing sales territories. (5 marks)

**Question 6.**

(a). Analyze various personal selling responsibilities undertaken by a sales representative of a company. (5 marks)

(b). Explain the methods used by organization to improve sales force productivity. (10 marks)