



## **UNIVERSITY OF EMBU**

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**2017/2018 ACADEMIC YEAR**

**SECOND SEMESTER EXAMINATIONS**

**FOURTH YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF  
COMMERCE**

**DMA 406: PERSONAL SELLING**

**DATE: APRIL 4, 2018**

**TIME: 8:30 AM – 10:30 AM**

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**INSTRUCTIONS:**

**Answer Question ONE and ANY Other TWO Questions.**

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**QUESTION ONE (30 MARKS)**

- a) Explain the concept of personal selling (5 marks)
- b) Personal selling” and “salesmanship” are often used interchangeably. Differentiate the two concepts (5 marks)
- c) Discuss the purposes of marketing cost analysis (5 marks)
- d) Every firm needs to carry out sales analysis. Explain (5 marks)
- e) Explain the term ‘sales quotas’ (5 marks)
- f) Discuss the importance of territorial sales targets in marketing (5 marks)

**QUESTION TWO (20 MARKS)**

- a) The recruitment and selection of a sales force often is the key to success for an organization. Discuss the sources of recruitment for sales force (10 marks)
  - b) The recruiting process furnishes the sales manager with a pool of applicants from which to choose. Discuss the tools companies use during the selection process (10 marks)
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**QUESTION THREE (20 MARKS)**

- a) The salesforce is required to be self-starters, highly ambitions, result oriented and go getters.  
Thus, the salesforce has to be kept highly motivated and committed. Discuss why it is  
important to motivate sales people (10 marks)
- b) Training is very much important for salesforce. Discuss (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Good compensation plans are built on solid foundations. Discuss factors that influence  
compensation of sales force (10 marks)
- b) No sales manager can afford to ignore the planning and organisation of the territorial  
coverage. Discuss why firms need to establish sales territories (10 marks)

**QUESTION FIVE (20 MARKS)**

Supervision of sales force is important especially in business firms. Support this statement  
(20 marks)

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