



**MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**(MMUST)**

**UNIVERSITY EXAMINATIONS**

**2020/2021 ACADEMIC YEAR**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**FOR THE CERTIFICATE**

**IN**

**BUSINESS MANAGEMENT**

**COURSE CODE: CBB 106**

**COURSE TITLE: PRINCIPLES OF SALES MANAGEMENT**

**DATE: FRIDAY, 5<sup>TH</sup> AUGUST 2022      TIME :11:00 – 1:00PM**

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**INSTRUCTIONS TO CANDIDATES**

**Answer Question 1 and any OTHER TWO(2 )Questions**

**TIME: 2 HOURS**

**MMUST observes ZERO tolerance to examination cheating**

**This Paper Consists of 2 Printed Pages. Please Turn Over.**

**Question 1 (Compulsory)**

1. Differentiate between selling, sales and salesmanship **(6 Marks)**
  - a. The core objective underlying the choice of sales organization structure is efficiency and effectiveness. Exhaustively discuss **(8 Marks)**
  - b. The Sales Department is one of the key departments in any organization. Discuss the functions and the importance of this department in any organization. **(10 Marks)**
  - c. Define Sales Management By Objectives (SMBO) and discuss its importance in a business firm **(8 Marks)**

**Question 2**

- a. Define sales Management. Discuss any Four elements of sales management in an organization **(10 Marks)**
- b. Controlling is the sales Manager's way of checking regularly that the sales activities are moving in the right direction or not. Discuss the procedures used in the control system **(10 Marks)**

**Question 3**

- a. Every business firm has certain objectives to achieve. The objectives maybe very explicit and definitive or they may be implicit or general. Discuss the typical objectives of every business firm **(10 Marks)**
- b. Salesmanship is both an Art as well as a Science. Discuss **(10 Marks)**

**Question 4**

- a. Elaborate various steps involved in sales process with suitable examples **(5 Marks)**
- b. Discuss the importance and nature of personal selling in different situations **(10 Marks)**
- c. Giving examples describe the Five (5) types of salesmen **(5 Marks)**

**Question 5**

- a. Differentiate between selling and marketing **(10 Marks)**
- b. A marketing manager is someone who is charged with the responsibility of stimulating demand for the firm's products or services. Discuss the main functions of a Marketing Manager **(10 Marks)**