



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY
(MMUST)**

UNIVERSITY SPECIAL/SUPPLEMENTARY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
THIRD YEAR SEMESTER II**

**EXAMINATIONS
FOR THE DEGREE
OF
BACHELOR OF COMMERCE**

COURSE CODE: BCB 323

COURSE TITLE: SALES MANAGEMENT

DATE: FRIDAY, 5TH AUGUST 2022 TIME : 11:00 – 1:00PM

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating

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

Question One

You work as a sales director of a service firm and your Managing Director wants you to write notes on the following:

- a) The functions of a sales manager . (15 marks)
- b) The stages in a retail selling process. (7 marks)
- c) The benefits of product based sales force organization. (8 marks)

Question Two

- a) Summarise the requirements for a good approach that a missionary sales person should adopt when preparing to see the prospect . (10 marks)
- b) Describe the types of sales presentations that sales people can adopt. (10 marks)

Question Three

- a) Explain the techniques that a sales representative is likely to use when dealing with objections from the prospect. (10 marks)
- b) Outline the factors that a sales manager need to take into account when designing and allocating sales territories to the sales force. (10 marks)

Question Four

- a) Analyse the advantages of sales force evaluation in an organisation.(10 marks)
- b) Explain how a sales manager is likely to control and monitor sales force performance . (10 marks)

Question Five

- a) Explain the factors that an organization has to consider when designing a sales force compensation scheme. (10 marks)
- b) Outline the types of sales quotas that a sales manager is likely to use when appraising the sales staff (10 marks)

