



(University of Choice)

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

**UNIVERSITY MAIN EXAMINATIONS
2022/2023 ACADEMIC YEAR**

**END OF SEMESTER MAIN EXAMINATIONS
FOR**

COURSE CODE: BCB 323

COURSE TITLE: SALES MANAGEMENT

DATE: WEDNESDAY, 12TH APRIL 2023 TIME: 12:00 – 2:00PM

INSTRUCTIONS TO CANDIDATES

Attempt 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

- a) What are the factors that need to be considered when recruiting and selection of company salesforce **(10marks)**
- b) Distinguish between outside and inside salesforce highlight the importance of team selling **(10marks)**
- c) Discuss the various salesforce structures that can be used in an organization **(10marks)**

QUESTION TWO

- a) When designing compensation plans, sales management need to recognize that not all the sales team may be motivated by the thought of higher earnings. Based on this, identify and explain briefly FIVE types of salesperson **(10marks)**
- b) Sales people can be categorized differently on the basis of selling situation or activity involved or types of customers. Highlight FIVE types of salespersons based on activity involved **(10marks)**

QUESTION THREE

- a) Some companies structure their sales force by account size. The importance of a few large customers in many trade and industrial markets has given rise to the establishment of a 'key or major account' sales force. Identify and explain briefly FIVE advantages of a key account sales force structure. **(10marks)**
- b) What are the factors that need to be considered when recruiting and selection of company salesforce **(10marks)**

QUESTION FOUR

- a) Explain the meaning of sales forecasting. Describe FIVE sales forecasting methods. **(12 Marks)**
- b) What are the objectives of a sales person's report. **(8 Marks)**