



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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**MAIN EXAMINATIONS
FOR THE DEGREE
OF
MASTER OF BUSINESS ADMINISTRATION**

COURSE CODE: MBA 865E

COURSE TITLE: SALES MANAGEMENT

DATE: THURSDAY, 20TH APRIL 2023 TIME: 2:00 - 5:00PM

INSTRUCTIONS TO CANDIDATES

1. Answer question ONE (compulsory) and any other THREE questions.

TIME: 3 HOURS

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 4 Printed Pages. Please Turn Over.

QUESTION: ONE (COMPULSORY)

As a sales manager of an organization of your own choice, your chief executive officer requires you to write an outline report on the following:

- a) The duties and responsibilities of a sales manager in the firm. (10 marks)
- b) The qualities that the firm should consider when engaging sales people. (15 marks)
- c) How to deal with customer objections when transacting the selling function. (15 marks)

QUESTION TWO

Enumerate any two theories of selling that an organization should follow so as to ensure effectiveness and efficiency of the selling function.

(20marks)

QUESTION THREE

- a) Using an organization of your own choice, outline the factors that should be considered when designing an appropriate sales-force compensation scheme. (10marks)
- b) As a sales representative of a firm of your own choice, show how you can organize your sales force to enhance effectiveness and efficiency of the selling activity. (10marks)

QUESTION FOUR

- a) Summarize the factors that a firm should consider when designing allocating sales territories to its salesmen. (10 marks)
- b) Analyse the various techniques of evaluating the performance of sales people in the firm. (10marks)

QUESTION: FIVE:

- a) Explain the methods of setting sales quotas in an organization. (10marks)
- b) Provide a specimen of a sales report, highlighting its benefits to both the salesman and the firm. (10marks)