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

**MAIN CAMPUS**

## UNIVERSITY EXAMINATIONS
## 2023/2024 ACADEMIC YEAR
## THIRD YEAR SECOND SEMESTER

## MAIN EXAMINATIONS
## FOR THE DEGREE
## OF
## BACHOLER OF COMMERCE

**COURSE CODE:** **BCB 323**

**COURSE TITLE:** **SALES MANAGEMENT**

**DATE:** **TUESDAY 9TH APRIL 2024** **TIME : 11.30-1.30 PM**

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**INSTRUCTIONS TO CANDIDATES**

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

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over.

**QUESTION: ONE (COMPULSORY)**

You work as a sales supervisor of a first moving consumer goods' firm and your sales manager requires you to write an outline report on the following:

a) The elements of a sales job in the firm. (1o marks)
b) The factors to consider when allocating sales territories to the sales force. (10 marks)
c) The relevance of prospecting in the selling process. (10 marks)

**QUESTION TWO**

Describe the physical, mental, social and psychological qualities of a good salesman. (20marks)

**QUESTION THREE**

a) Outline the advantages and limitations of a straight salary only compensation scheme. (10marks)
b) As a sales manager of a large firm that produce different types of products of varied technical nature, show how you can organize your sales force based on geographical and product perspectives. (10marks)

**QUESTION FOUR**

a) Explain the steps that a firm is likely to use when designing and developing a sales force training programme. (10 marks)
b) Summarize the various techniques of evaluating the performance of salesmen in the firm.

(10marks)

**QUESTION: FIVE:**

a) Outline the purpose of setting sales quotas to the sales force . (10marks)
b) Explain the factors that should be considered when designing a salesforce compensation plan (10marks)