



MACHAKOS UNIVERSITY
University Examinations for 2020/2021 Academic Year
SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF BUSINESS ADMINISTRATION
FOURTH YEAR FIRST SEMESTER EXAMINATION FOR
BACHELOR OF COMMERCE
BBA 403: SALES MANAGEMENT

DATE: 16/8/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer question one and any other two questions.

QUESTION ONE (30 MARKS) (COMPULSORY)

- a) Personal selling requires one to apply some special skills in order to achieve a sale from a customer. Discuss any five such skill (10 marks)
- b) Assume you have been tasked with the recruitment of sales personnel by a certain firm. State and explain the stages undertaken in undertaking this process (10 marks)
- c) Discuss any five considerations that you would observe to develop a good compensation plan. (10 marks)

QUESTION TWO (20 MARKS)

- a) Order getters form one key categories of types of personal selling. Discuss the types that are found in this category. (10 marks)
- b) As a professional sales person, discuss why it is important to plan for a sales call. (10 marks)

QUESTION THREE (20 MARKS)

- a) Mutuku is a sales person with a local insurance company. His sales presentations are very good but he feels that he needs to improve his chances of making a sale during these presentations. Advise him on how he can do this. (10 marks)
- b) Motivation of the Sales staff is aimed at improving their productivity in a firm. Discuss any four ways that a company may motivate its sales staff (10 marks)

QUESTION FOUR (20 MARKS)

- a) A sales organization uses sales contests to achieve certain objectives. Discuss any five. (10 marks)
- b) Discuss the importance of sales force motivation using viable examples. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss any five reasons why organizations carry out sales promotions (10 marks)
- b) Sales management is a core activity in every sales organization for the purpose of maximizing sales. Discuss how market segmentation can help in personal selling (10 marks)