



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 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: 27/7/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

- i. Answer questions ONE and any other TWO questions. In total answer THREE questions.**
- ii. Question ONE constitutes 30 marks in total while the rest of the questions accounts for 20 marks each.**
- iii. Use of relevant examples and real life cases is encouraged.**

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Using suitable examples explain your understanding of the concept “sales management” and its importance for fast moving consumer goods.
(10 marks)
- b) Business entities across the various sectors are struggling to motivate their workforce. With appropriate examples discuss any four reasons why sales-force motivation is important.
(10 marks)
- c) Using good examples, state and discuss and five factors that can ensure effective sales management.
(10 marks)

QUESTION TWO (20 MARKS)

- a) Using the Maslow’s hierarchy of needs explain and discuss
 - i. The five levels of needs.
(5 marks)
 - ii. How management can deal with employees that fall into each of the different needs’ levels for improved sales-force productivity.
(7.5 marks)

- b) With reference to an organization you are familiar with, identify and discuss any three benefits of a sales forecasting. (7.5 marks)

QUESTION THREE (20 MARKS)

- a) With good examples explain your understanding of the concept “personal selling” (2 marks)
- b) Identify the six steps in personal selling process and using relevant examples discuss them. (12 marks)
- c) Using good examples explain the difference between sales-force leadership, management and supervision. (6 marks)

QUESTION FOUR (20 MARKS)

- a) Using appropriate examples discuss any five requirements for good sales compensation plan. (10 marks)
- b) Using good examples discuss situations when the following forms of compensation can be appropriate to apply.
- i. Straight salary plan (5 marks)
 - ii. Straight commission plan. (5 marks)

QUESTION FIVE (20 MARKS)

- a) State and discuss any two types of sales meetings. (4 marks)
- b) Use appropriate examples to explain the importance of sales contests. (8 marks)
- c) Discuss any four reasons for establishing sales territories. (8 marks)