



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 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: 4/12/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

QUESTION ONE (30 MARKS)

One of the main determinants of a firm's success is its ability to maximize sales and increase its market share. According to Michael Porter, market competition is one of the ultimate challenges that a firm must counter to secure a share in the market place. Sales management is one of the major tasks a firm must embark on to ensure it maximizes on sales against its competitors. This calls for properly trained sales personnel who must possess the fundamental selling skill. Many companies have opted to outsource services of recruiting agents to ensure they get the right sales persons. In those cases where the selection is done internally, the managers must possess good Human resource skill to be able to identify and recruit the best salesmen. The organization of the marketing department also matters as all sales operations revolve around the firms marketing strategies that are in place.

- a) Discuss the process that a Sales Director should follow to recruit salesforce for the market. (10 marks)
- b) A firm has approached you requesting advice on how to make a good personal sales presentation. Advise them (10 marks)
- c) Motivation of the sales team is crucial to attaining good sales results. Discuss any five ways that a firm may motivate its sales force. (10 marks)

QUESTION TWO (20 MARKS)

- a) Sales budgets are sometimes used as measuring tools for sales performance. Discuss the parameters considered when preparing a sales budget (10 marks)
- b) As a professional sales person, discuss why it is important to plan for personal selling activity. (10 marks)

QUESTION THREE (20 MARKS)

- a) In personal selling, there are several reasons why a salesman should segment his market depending on the situation. Discuss any four ways that market can be segmented. (10 marks)
- b) Motivation of the Salesforce is aimed at improving their productivity in a firm. Discuss any five methods that can be used to motivate sales persons. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss four methods of compensating sales efforts. (10 marks)
- b) Discuss five qualities of a good sales person. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the reasons as to why marketing organizations establish sales territories. (10 marks)
- b) Discuss the basic criteria that can be used in a salesmen selection process. (10 marks)