



MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF BUSINESS, ECONOMICS AND HOSPITALITY AND TOURISM

MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION AND FINANCE

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 403: SALES MANAGEMENT

DATE: 29/8/2022

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer question one and any other two questions

QUESTION ONE (COMPULSORY) (30 MARKS)

Market competition is one of the ultimate challenges that every firm must counter for its survival. A firm's success depends on 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.

- a) Discuss the recruitment process that a firm shall follow to engage a new salesperson
(10 marks)
- b) A firm has approached you requesting advice on how to make a good 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 a sales call. (10 marks)

QUESTION THREE (20 MARKS)

- a) In personal selling, there are several strategies that a salesman can adopt depending on the situation. Discuss any four personal selling strategies that one can adopt. (10 marks)
- b) Training of the Salesforce is aimed at improving their productivity in a firm. Discuss any other methods that can be used to improve sales force productivity. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss any five objectives that may drive a firm to use sales contests. (10 marks)
- b) Discuss the importance of sales force motivation using viable examples. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the reasons as to why marketing organizations establish sales territories.(10 marks)
- b) Using relevant examples to illustrate your answer, discuss five basis for market segmentation. (10 marks)