



PAN AFRICA CHRISTIAN UNIVERSITY

END OF SEMESTER EXAMINATION

JANUARY – APRIL 2026

CAMPUS: ROYSAMBU - EVENING

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: STM 604

COURSE TITLE: MODERATED CMK 404/BUS 3413 SALES MANAGEMENT

EXAM DATE: APRIL 2026

TIME: 6.00PM- 9.00PM

SECTION A

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Discuss **four** advantages of selling in sales management (4mks)
- b) Giving an example in each case, discuss **two** stages of the staffing process in sales management (4mks)
- c) Your friend Tom is the new sales manager in Utamu Company. He calls you and requests for your advice on the some of the strategies he's going to put in place to help his department achieve its objectives. You suggest to him to set up sales territories. Explain **three** reasons for your advice (6mks)
- d) Citing an example in each case, differentiate between transactional and consultative selling (4mks)
- e) Explain **three** disadvantages of line and staff organization in sales management (6mks)

- f) You have been running a mini retail store business with some friends for the last five years.

In the last two years, you started selling packaged snacks direct to customers and the sales were good until late last year when you began struggling with slow sales. The main problem was the type of selling you were using. Explain **three** effective types of selling which you would introduce to change the state of affairs (6mks)

- g) **SECTION B: ANSWER THREE QUESTIONS ONLY** {10 MARKS EACH}

- h) **QUESTION TWO** 10
MARKS

- a) Explain any **two** integral components of sales management (4mks)
- b) You are the sales manager with Ufanisi distributors. Discuss **three** reasons why it is necessary that you understand the sales environment of the organization for the achievement of your sales objectives (6mks)

QUESTION THREE 10 MARKS

- a) MAY Electronics Company sells televisions and home appliances through retail outlets in Nakuru and Kericho. Samuel, the Sales Manager introduced monthly sales quotas for all sales representatives. Discuss **four** objectives of the sales quotas Samuel had for the company (4mks)
- b) Ben plans to participate in the annual Kenya agricultural and trade show later this year by exhibiting his products. Explain **three** benefits his business would derive from the trade fair (6mks)

QUESTION FOUR 10MARKS

- a) Watamu Limited has posted an advertisement on social media for a sales manager position. Discuss **four** soft skills the company is looking for in the potential candidate (4mks)

c) ZAY manufacturing company distributes its products in different parts of Kenya. Due to increased competition, sales begun to decline. To counter this, the sales department decided to introduce price discounts of 10% and Buy One Get One Free (BOGOF).

Explain **three** benefits the company is going to achieve from the whole exercise **(6mks)**

QUESTION FIVE

10 MARKS

a) Discuss **two** objectives of sales management you would have in your organization for its success **(2mks)**

b) You are the sales executive in a retail store whose retail services have not been doing well lately. Explain **two** strategies you would put in place to manage the situation and achieve the organizational objectives **(4mks)**

c) Explain the significance of leadership in sales management in an organization **(4mks)**

End of Exam