



PAN AFRICA CHRISTIAN UNIVERSITY
BACHELORS OF BUSINESS LEADERSHIP
END TERM EXAMINATION-ONLINE

DEPARTMENT: BUSINESS

COURSE CODE: CMK 404/BUS 3413 SALES MANAGEMENT

ANSWER FOUR QUESTIONS ONLY **{10 MARKS EACH}**

SECTION A

QUESTION ONE { COMPULSORY } **{10 MARKS}**

QUESTION ONE

10 MARKS

- a) Your friend Tom is the new sales manager in Utamu Company. He calls you and requests for your advice on 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)
- b) Discuss **four** advantages of selling in sales management (4mks)

SECTION B: ANSWER THREE QUESTIONS ONLY

{10 MARKS EACH}

QUESTION TWO

10 MARKS

- a) Discuss **two** stages of the staffing process in sales management (2mks)
- b) As a sales manager working in Bidco, discuss **two** reasons why it is necessary that you understand the sales environment of the organization (4mks)
- c) Explain any **two** integral components of sales management (4mks)

QUESTION THREE

10 MARKS

- a) Discuss **four** objectives of sales quotas in the sales department in a manufacturing company (4mks)
- b) In the annual Kenya agricultural and trade show, many companies participate by exhibiting their products. Explain **three** benefits a company would derive from such trade fairs (6mks)

QUESTION FOUR

10MKS

- a) You are one of the panel members who are conducting an interview for a sales manager.

Explain **three** essential skills you should consider from the ideal candidate (4mks)

- b) ZAY manufacturing company has of late been vigorously been promoting its products.

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

QUESTION FIVE

10 MARKS

- a) Citing an example in each case, differentiate between transactional and consultative selling

(4mks)

- b) Explain **three** disadvantages of line and staff organization in sales management (6mks)

QUESTION SIX

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)