



GARISSA UNIVERSITY

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR THREE
FIRST SEMESTER EXAMINATION**

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 334

COURSE TITLE: SALES MANAGEMENT

EXAMINATION DURATION: 3 HOURS

DATE: 07/12/17

TIME: 09.00-12.00 PM

INSTRUCTION TO CANDIDATES

- The examination has SIX (6) questions
- Question ONE (1) is COMPULSORY
- Choose any other THREE (3) questions from the remaining FIVE (5) questions
- Use sketch diagrams to illustrate your answer whenever necessary
- Do not carry mobile phones or any other written materials in examination room
- Do not write on this paper

This paper consists of TWO (2) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) NEP traders had company has employed you recently to be in charge of sales which has been dwindling for over the last five years. The management of the company has high expectations from you. Describe the expertise and skills you need to inject in to reverse this wilting company [8 marks]
- (b) Sales agents are pillars to the sales department of an organization. Describe ways that management can do re-energize their efforts [9 marks]
- (c) Sales planning are a requisite stage in sales management. Elucidate the main contents of this stage [8 marks]

QUESTION TWO

- (a) Describe the term personal selling [2 marks]
- (b) Distinguish between personal selling and salesmanship [4 marks]
- (c) Critically analyze the functions of personal selling [9 marks]

QUESTION THREE

- (a) Distinguish between the following salesmen
- i. Creative salesman and merchandising salesman [3 marks]
 - ii. Staple salesman and out door salesman [3 marks]
- (b) Describe the functions of a wholesaler's salesman [9 marks]

QUESTION FOUR

- (a) Clearly explain the nature of sales management [3 marks]
- (b) Discuss the functions of sales management [12 marks]

QUESTION FIVE

- (a) Explain the linkage between ethics and the rules of law in light to sales management [3 marks]
- (b) Elucidate the ethical and legal responsibilities of sales managers [12 marks]

QUESTION SIX

- (a) Discuss the key issues that play a pivotal role during selection and recruitment of new sales people [8 marks]
- (b) Describe a clear framework of inducting and assimilating the new sales people in the sales department [7 marks]

