



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2016/2017** ACADEMIC YEAR **ONE**
FIRST SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DIPLOMA BUSINESS MANAGEMENT

COURSE CODE: DBM 12

COURSE TITLE: SALESMANSHIP

EXAMINATION DURATION: 3 HOURS

DATE: 06/12/17

TIME: 02.00-05.00 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) Define the following terms:
- i. Personal selling [2 marks]
 - ii. Order getter [2 marks]
 - iii. Order taker [2 marks]
- (b) State and explain the components of compensation [8 marks]
- (c) A company can use one or more several sales approaches to contact customers. In reference to this statement, discuss the sales strategies one can use. [8 marks]
- (d) State some of the benefits of direct marketing to sellers [3 marks]

QUESTION TWO

- (a) Discuss the different types of sales force structures [10 marks]
- (b) State and explain the characteristics of sales people [5 marks]

QUESTION THREE

Discuss the personal selling process [15 marks]

QUESTION FOUR

- (a) State and explain the benefits of direct marketing to buyers [5 marks]
- (b) State and explain the roles of sales force [5 marks]
- (c) Define the following
- i. Technical support people
 - ii. Sales assistants
 - iii. Telemarketers
 - iv. Direct sales force
 - v. Contractual sales force

QUESTION FIVE

- (a) Discuss the main forms of direct marketing [10 marks]
- (b) State and explain some of the roles of training sales people [5 marks]

QUESTION SIX

Discuss the ethical issues in relation to salesmanship [15 marks]

