



GARISSA UNIVERSITY COLLEGE

(A Constituent College of Moi University)

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

SUPPLEMENTARY/SPECIAL EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBM 12

COURSE TITLE: SALESMANSHIP

EXAMINATION DURATION: 3 HOURS

DATE: 25/09/17

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 THREE (3) printed pages

Supplementary / special exam_

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please turn over

Good Luck – Exams Office



QUESTION ONE (COMPULSORY)

- (a) For an individual to a good salesman, ones needs undergo some training. Highlight three of them **[3 marks]**
- (b) Briefly discuss the following terms.
- i. order taker **[2 marks]**
 - ii. order getters **[2 marks]**
- (c) Identify four sales approaches that organization can employ to reach their clients. **[4 marks]**
- (d) Identify the main types of compensation plans that can be used to motivate sales representatives **[3 marks]**
- (e) Name three benefits of direct marketing to customers **[3 marks]**
- (f) List any four character traits of an effective sales personnel **[4 marks]**
- (g) What are the merits of using direct mail marketing in business **[4 marks]**
- (h) Highlight the four main tasks of salespeople **[4 marks]**

QUESTION TWO

- (a) Direct marking consist of different forms that can be used to achieve goals. Discuss Five of them **[10 marks]**
- (b) For Organizations to have a competitive advantage, maintaining and sourcing for new customers and Maintain Good Relation with them is necessary .Identify how they can achieve that. **[5 marks]**

QUESTION THREE

Explain the steps to be followed in the personal selling process **[15 marks]**

QUESTION FOUR

- (a) Sales force strategy influences the structure of the sales force. Discuss any five types of sales force structures that influence sales force **[10 marks]**
- (b) Highlight the importance of salesmanship **[5 marks]**



QUESTION FIVE

- (a) Identify and explain critical factors that may influence price of products to be high in product promotion. **[6 marks]**
- (b) what are the components of consumer database **[5 marks]**
- (c) Companies set different objectives for their sales force. name any four of those objectives **[4 marks]**

QUESTION SIX

- (a) Discuss the benefits that sellers yield from direct marketing **[10 marks]**
- (b) Discuss five ethical issues to observe while dealing with market information. **[5 marks]**
- (c) Companies are required to handle information about the market with a lot of ethics to gain the trust of their clients.name five of the ethical issues that the company should take into consideration. **[5 marks]**

