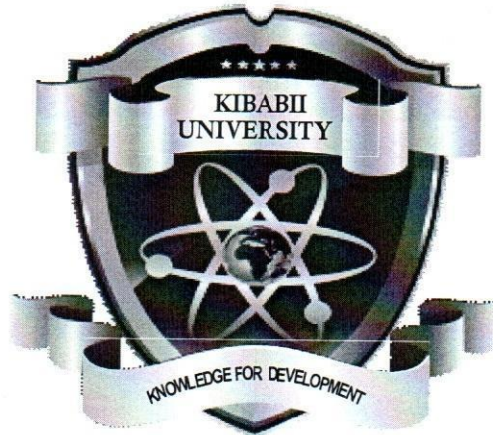


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2020/2021 ACADEMIC YEAR THIRD YEAR SECOND SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 321

COURSE TITLE: SALES MANAGEMENT

DATE: 05/10/2021

TIME: 2.00 – 4.00PM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

TIME: 2 Hours

KIBU observes **ZERO** tolerance to examination cheating

CASE STUDY

Swish flow Ltd. - Hiring Salespeople

Why two out of five salesperson have resigned within six months of joining the company/" asked marketing director to the sales manager, Sunil Kumar of Swish flow Ltd. "I think, there is something wrong with our staffing process," responded Sunil Kumar, without knowing the real reasons for the turnover of salespeople. Swish flow Ltd started manufacturing and marketing consumer durables like fans and water purifiers for household consumer's commercial firms in 1993. The sales and marketing office was located in Mumbai, the commercial capital of India. Swish flow was a newly established company and for its first year of operations, the company decided to recruit five salesperson to cover major metros and cities of Maharashtra. The staffing process included the sales manager deciding the job qualifications salespersons based on what he learnt in the MBA programme. The administration manger was asked to place the advertisement in the local newspapers. The resumes of applicants were forwarded to Sunil Kumar, who screened the same and sent interview calls to about ten applicants. The interviews were conducted by Sunil Kumar and the marketing director and the selected candidates were given the appointment letters. Some of the candidates had a problem of finding suitable residence, but the company policy did not provide any consideration for the same. Sunil Kumar conducted one-week training programme and generally guided the new salesperson, who reported to him directly. There was a delay in the receipt of the fans from the factory, located at Baroda in Gujarat. During this period of three months, Sunil Kumar was asked to conduct market surveys and look after advertising function of the entire group. He asked the salespersons to collect market information on various other products like water purifiers, power tillers, and so on in which the group was interested to diversify. During this period, two salespersons suddenly stopped coming to work, after collecting their salaries of the previous working month.

Questions One

- a) What improvements do you suggest in the staffing process followed by the company? (10mks)
- b) . Was Sunil Kumar right in getting market surveys done by the new salesperson? (10mks)
- c) What are some of the ways Swish flow Ltd could do to motivate the new staff? (10mks)

Questions Two

- a) Define motivation and explain why it is particularly important for salespeople Discuss the impact of a motivated and a demotivated sales force to an organization. (10mks)
- b) The selling process involves a series of steps that may appear to be a straight line process, but there is a lot of movement back and forth between the different steps, discuss this statement (10 marks).

Questions Three

- a) Explain how Sales Management becomes an integral Part of Marketing Management and why it occupies an important role in success of an organization (10mks)
- b) Companies give more importance for training of Sales Force". Elaborate the statement. (10mks)

Questions Four

- a) Compensating Sales Persons is different from employees of other departments in the organization". Explain the reasons as per statement and also write various methods of Compensation. (10mks)
- b) Briefly discuss the significance of personal selling in today's highly competitive Marketing environment. How would you meet sales resistance in the following Situation, a sincere objection raised by the customer about the high price of your Product (10marks)

Questions Five

- a) . Today selling requires a wide array of skills, highlight some of the Powerful Prospecting Tips for any salesperson(6mks)
- b) A marketing plan for a small business typically includes Small Business Administration Description of competitors, including the level of demand for the product or service and the strengths and weaknesses of competitors. In view of the above statement, discuss content of a marketing plan (14mks)