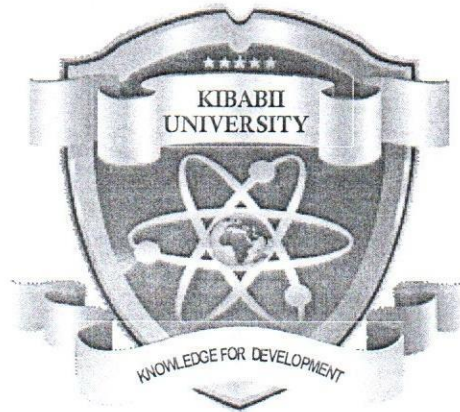


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# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR  
THIRD YEAR SECOND SEMESTER  
SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 323

COURSE TITLE: SALES MANAGEMENT

DATE: 29/01/2021

TIME: 8.00AM-10.00AM

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### 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

### Question One

- (a) Explain five reasons why firms are increasingly using modern technology in their marketing operations. (10 marks)
- b) Discuss the methods of designing the sales territories (10marks)
- c). what do you understand by sales organization structure, describe the various type Of sales organization structures (10marks)

### Question Two

- (a) Outline five roles performed by the sales force of an organization. (8 marks)
- (b) How can training needs of salespersons be identified? How do the learning styles of salespersons affect the design of the sales training programme? Use illustrative examples to substantiate your answer.

### Question Three

- (a) How does the relative importance of advertising and personal selling vary across the different stages of the purchase process? Explain (10marks)
- (b) Seme Limited is planning to segment its market. Describe five features which the suitable segment(s) should possess in order to be targeted. (10 marks)

### Question Four

- a) Discuss the impact of a motivated and a demotivated sales force to an organization. In addition, briefly explain what motivational tools that the management uses to motivate the sales force. (10mks)
- b) Salespeople are frequently faced with ethical dilemmas. Certain ethical situations come to the fore when dealing with customers. Discuss five (5) of these ethical dilemmas using your own examples in your answer (10mks)

### Question Five

- 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 (14mks)
- b) Explain role of Relationship Selling and also write qualities and skills required for Effective Salesmanship. (6mks)