

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
SALES MANAGEMENT – CBU 2204
SUPPLEMENTARY EXAMINATION**

OCTOBER 2009

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

1. Answer any four (4) questions
 2. Questions may be answered in any order
 3. All questions carry 25 marks each
 4. Credit will be given to the use of appropriate examples
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QUESTION ONE

Discuss three major theories of sales manager leadership. **[25 marks]**

QUESTION TWO

Discuss in detail five prospecting methods you are familiar with. **[25 marks]**

QUESTION THREE

You are the Training Manager of an organisation with a large sales force. You have to train them to make a successful sale. Describe the process to them in detail. **[25 marks]**

QUESTION FOUR

Outline and discuss the elements of the sales motivational mix. **[25 marks]**

QUESTION FIVE

Define and write detailed notes on the following Selling Theories:

- a) The seller oriented Theories [15 marks]
- b) The Buyer orientd theories [10 marks]
- c) The behavioral equation theory [10 marks]

QUESTION SIX

Discuss in detail the four major factors influencing the firm's recruitment program. [25 marks]

QUESTION SEVEN

- a) What is a sales quota? [5 marks]
- b) Discuss four types of quotas you are familiar with. [20 marks]

END OF EXAMINATION