

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
FINAL EXAMINATIONS - MAY 2011
SALES MANAGEMENT- CBU 2204
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **Four** questions.

INFORMATION TO CANDIDATES

- i) All questions carry 25 marks each.
- ii) Questions may be answered in any order.
- iii) Credit will be given for the **use of appropriate examples**.
- iv) This paper contains **Seven** questions.

Question 1

Write short notes on the following:-

- (a) Route salesperson [5 Marks]
- (b) Missionary salesperson [5 Marks]
- (c) Prospecting [5 Marks]
- (d) Call Planning [5 Marks]
- (e) Buying Formula theory of selling [5 Marks]

Question 2

Discuss the sales management planning process. [25 Marks]

Question 3

- a) What is a sales quota? [5 Marks]
- b) Explain four types of sales quotas. [20 Marks]

Question 4

The selection process consists of a series of steps that increase the information a sales manager has available to aid in the decision process. Discuss.

[25 Marks]

Question 5

Discuss any four non-quantitative sales forecasting techniques.

[25 Marks]

Question 6

Explain five major decisions required in building a sales training programme.
[25 Marks]

Question 7

- a) What is a sales territory? [5 Marks]
b) Explain how sales managers set up sales territories. [20 Marks]

END OF EXAMINATION