

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONORS DEGREE IN MARKETING

SALES MANAGEMENT – CBU 2204

FINAL EXAMINATION – MAY 2014

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **Four** questions

INFORMATION TO CANDIDATES

- (i) All questions carry 25 marks.
- (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

What challenges are posed by the external environment to field salespeople in Zimbabwe today? **[25 Marks]**

Question 2

Identify and discuss **five** sales closing techniques, stating which is suitable for industrial selling, consumer goods selling or both and why. **[25 marks]**

Question 3

'A good compensation plan is central to motivating salespeople.' Discuss any **six** characteristics of a good compensation plan.

[25 marks]

Question 4

What ethical issues are faced by salespeople, especially in the context of today's Zimbabwe?

[25 marks]

Question 5

What are the strengths of personal selling over advertising?

[25 marks]

Question 6

Discuss the methods used by companies to involve their salespeople in their own evaluations.

[25 marks]

Question 7

How would you explain the fact that some salespeople perform very well while others perform dismally in the same industry?

[25 marks]

END OF EXAMINATION