

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONORS DEGREE IN MARKETING

SALES MANAGEMENT – CBU 2204

SUPPLEMENTARY EXAMINATION – JULY 2014

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

In what specific situations is the retraining of experienced salespeople necessary?

[25 Marks]

Question 2

Discuss **four** company fringe benefits and three sales force benefits, stating how each has been affected by Zimbabwe's current economic and political-legal environment.

[25 marks]

Question 3

What qualitative requirements are used in sales personnel planning?

[25 marks]

Question 4

Discuss the sales evaluation principles that should be met by a good sales evaluation programme.

[25 marks]

Question 5

(a) What sales budgeting methods are available to sales management?

[13 marks]

(b) What are the advantages and disadvantages of each?

[12 marks]

Question 6

Discuss **six** information sources for sales evaluation and point out the pros and cons of each.

[25 marks]

Question 7

Discuss **three** principles of analysis used in sales management and indicate how each can be applied in improving sales.

[25 marks]

END OF EXAMINATION