

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**SALES MANAGEMENT– CBU 2204**

**SUPPLEMENTARY EXAMINATION – AUGUST 2010**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

Answer any **four** questions.

**INFORMATION TO CANDIDATES**

- i) Questions may be answered in any order.
- ii) All questions carry **25** marks.
- iii) Credit will be given for use of relevant examples.
- iv) This paper consists of **seven** questions.

**QUESTION 1**

Discuss the selling process giving relevant examples.

**[25 Marks]**

**QUESTION 2**

Write short notes on the these:-

- a) Delivery Salesperson **[5 Marks]**
- b) Technical salesperson **[5 Marks]**
- c) Right Circumstances theory of selling **[5 Marks]**
- d) Prospecting **[5 Marks]**
- e) Call planning **[5 Marks]**

**QUESTION 3**

Sales managers use various methods and techniques to motivate their sales force. Describe the seven components of the sales motivational mix. **[25 Marks]**

#### **QUESTION 4**

Describe the specific training needs of the following:-

- a) The new, inexperienced sales person selling personal computers to small businesses. [5 Marks]
- b) The newly hired, experienced (same industry) salesperson selling construction equipment. [5 Marks]
- c) The former industrial goods sales person just hired to sell paper products to grocery stores. [5 Marks]
- d) The retail selling clerk who has just accepted a position selling space for a regional magazine. [5 Marks]
- e) The former textbook publisher's sales representative just hired to sell office furniture. [5 Marks]

#### **QUESTION 5**

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

#### **QUESTION 6**

Identify and explain **four** types of sales quotas. [25 Marks]

#### **QUESTION 7**

Identify and explain any **two** qualitative methods of sales forecasting. [25 Marks]

**END OF EXAMINATION**