



UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF BACHELOR OF COMERCE/BUSINESS ADMINISTRATION MANAGEMENT

FIRST SEMESTER 2023/2024
[AUGUST-DECEMBER, 2023]

BBAM 320: SALES MANAGEMENT

STREAM: Y3 S1

TIME: 2 HOURS

DAY: MONDAY, 9.00 – 11.00A.M.

DATE: 11/12/2023

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer Questions ONE and any other THREE Questions.***

QUESTION ONE

- a) With an appropriate illustration, explain the meaning of sales management (5 Marks)
- b) Discuss at least four types of personal selling that are employed in sales management (10 Marks)
- c) Explain at least four examples of models applied by companies' worldwide while considering a sales compensation plan. (10 Marks)

QUESTION TWO

- a) Explain the important functions of a salesperson in an organization. (7 Marks)

- b) Explain the process of recruitment and selection of an effective salesforce (8 Marks)

QUESTION THREE

- a) With an aid of example, explain systematically the various steps followed in salesforce management. (7 Marks)
- b) Discuss the major categories that are used by high technology ventures to build a well-organized sales team. (8 Marks)

QUESTION FOUR

- a) Explain the importance attached while managing the salesforce.(7 Marks)
- b) With an aid of relevant example, explain at least Five types of salesman for selling products. (8 Marks)

QUESTION FIVE

“Sales force control involves measuring sales force performance, comparing it with standards, detecting deviations and causes, and if necessary, taking corrective actions so that performance takes place as per plan”. Based on this statement, explain clearly at least eight salesforce controlling methods that are employed as sales effort by companies. (15 Marks)