

CSM 007



# KISII UNIVERSITY

## UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF  
CERTIFICATE IN SUPPLY MANAGEMENT /BUSINESS ADMINISTRATION  
FIRST SEMESTER 2023/2024  
[AUGUST-DECEMBER, 2023]**

**CSM 007: INTRODUCTION TO SALES MANAGEMENT**

**STREAM: Y1 S1**

**TIME: 2 HOURS**

**DAY: FRIDAY, 9.00 – 11.00 A.M.**

**DATE: 01/12/2023**

### **INSTRUCTIONS**

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

### **QUESTION ONE: (25 MARKS)**

- a) Explain any THREE activities done in sales management in order to achieve the objectives of an organization. (9marks)
- b) Discuss FOUR importance of sales management to an organization (12marks)
- c) Give any TWO differences between marketing and selling. (4marks)

**QUESTION TWO:**

- a) Describe THREE techniques of modern selling (9marks)
- b) Discuss any THREE elements of marketing promotion mix (6 marks)

**QUESTION THREE:**

- a) Explain THREE factors that affects consumers decision (9marks)
- b) Describe any TWO channels of distribution (6marks)

**QUESTION FOUR:**

- a) Discuss any THREE dimensions to a company to a company's product mix (9marks)
- b) Explain TWO factors that affects pricing decision of accompany (6marks)

**QUESTION FIVE:**

- a) Product mix can be expanded or contracted depending on some factors. Give and describe any FOUR such factors. (12marks)
- b) List any THREE major ways of product modification. (3marks)