



UNIVERSITY EXAMINATIONS
FOURTH YEAR EXAMINATION FOR THE AWARD OF THE
DEGREE OF BACHELOR OF EDUCATION ARTS
SECOND SEMESTER 2021/2022
[JUNE-SEPTEMBER, 2022]

BUST 424: SALES MANAGEMENT

STREAM: Y4 S2

TIME: 2 HOURS

DAY: TUESDAY, 12:00 – 2:00 PM

DATE: 13/09/2022

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer ALL questions in section A and any other THREE in section B.***

- a) Define the following term sales management. (5marks)
- b) Discuss the main roles of sales manager highlighting relevant examples. (8marks)
- c) Describe the importance of objectives of sales in an organization. (7marks)
- d) Elaborate on the organization structure of accompany highlighting relevant examples. (5marks)

SECTION B: ANSWER ANY THREE QUESTIONS (45MARKS)

2. Elucidate on the management of sales force and give the significance functions of sales force. (15 marks)
3. Explain the major points to consider while selecting the best sales men in an organization. (15 marks)
4. Discuss the qualities of sales men in a company highlighting relevant examples in the modern society. (15 marks)
5. a) Discuss the weaknesses of planning sales territories in an organization. (7 marks)
- b) Highlight the main methods of arranging territories and its benefits. (8marks)