



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF THE
DEGREE OF BACHELOR OF EDUCATION ARTS
SECOND SEMESTER, 2021/2022
(FEBRUARY - JUNE, 2022)

BUST 424: SALES MANAGEMENT

STREAM: Y4 S2

TIME: 2 HOURS

DAY: THURSDAY, 9.00 – 11.00 AM

DATE: 12/05/2022

INSTRUCTIONS:

- 1. Do not write anything on this question paper.***
- 2. Answer Question ONE (Compulsory) and any other TWO Questions.***

QUESTION ONE (COMPULSORY)

- In business organizations, sales management is viewed in the context of a management activity. Sales managers perform a number of managerial functions. Discuss. (20marks)
- Discuss the various misconceptions about sales as a career? (10marks)

QUESTION TWO

- Companies spend time and resources in career development and training of the sales personnel. Discuss (10marks)
- Discuss briefly the motivation theories in the context of sales management. (10marks)

QUESTION THREE

Sales management concerns itself with the issues of the consumer. Clearly discuss the factors that affect consumer behavior. (20marks)

QUESTION FOUR

As a profession, sales professionals are bound by ethical and legal requirements. Discuss briefly. (20marks)

QUESTION FIVE

The dynamic technology advancement has created a number of opportunities for sales management. Clearly outline the opportunities. (20marks)