

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 321: SALES MANAGEMENT

STREAMS: BCOM Y3S1

TIME: 2 HOURS

DAY/DATE: MONDAY 22/03/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **SECTION A- QUESTION ONE (1) COMPULSORY.**
- **SECTION B-ANSWER ANY OTHER TWO QUESTIONS.**

SECTION A

QUESTION ONE (1)-IS COMPULSORY (30 MARKS)

Standard Chartered Bank Kenya rated the best bank

Standard Chartered Bank Kenya has been named the best overall bank in the country, according to the Kenya Bankers Association 2020 Customer Service Survey.

The survey had over 15,000 respondents, including 455 persons living with a disability, and covered all the 47 counties.

The bank also emerged overall best in Responsiveness and Digital Experience in 2020 in the tier 1 category.

This was based on feedback from 90 percent of respondents who ranked the various banks based on the quality of their digital banking offering an overall innovativeness.

The bank was lauded for a superior digital banking experience with convenience, efficiency, ease of usage, friendliness of user interface and security cited as the critical factors determining overall user experience.

“The award reflects the commitment that the bank made to continuously evolve and grow with our clients for the long term. Our banking experience is pegged on a seamless and safe customer experience which meets clients at their point of need,” StanChart’s Head of Consumer, Private, Business Banking for Kenya and East Africa said.

“Our clients are demanding faster and more convenient banking and the rapid adoption of our digital banking solutions is a clear indication that we are on the right path towards becoming a digital leader in the industry.”

QUESTION ONE

- (a) Discuss ways you as the sales manager can contribute to the marketing success process. (10 marks)
- (b) Explain issues /problems that are of relevance to the activities of the sales force? (10 marks)
- (c) Recommend and advise management of SCB on sales programmes required in 2021. (10 marks)

SECTION B-ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO

- (a) Explain the types of selling to newly recruited sales officers of unilevier industry. (10 marks)
- (b) Discuss the steps of a professional selling process to newly recruited sales officers of the K.C.B. (10 marks)

QUESTION THREE

- (a) Essential sales men are essential for the company. Describe the procedures involved in the recruitment and selection of sales team. (10 marks)
- (b) Training of sales personnel should be done on a continuous basis. Discuss how you would implement training programmes. (10 marks)

QUESTION FOUR

- (a) Explain any three sales organization structures and situations when each is most recommended. (10 marks)
 - (b) Discuss the concept of territory management to ensure effectiveness of the territory structures. (10 marks)
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