

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
COMMERCE**

BCOM 321: SALES MANAGEMENT

STREAMS: BCOM (ODEL)

TIME: 2 HOURS

DAY/DATE: MONDAY 29/03/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Answer question ONE and any other TWO questions.**
- **Do not write on the question paper.**

QUESTION ONE (COMPULSORY)

Blue Top Company Ltd is a consumer goods manufacturing company that has been in existence for over 30 years. The company has been a market leader but is currently experiencing severe competition. The company has a large branch network and a sales department that coordinates the selling functions activities. The company's management has decided to change its sales organizational structure by designing territories and sales quota to ensure effective management of sales force. The sales manager has recommended a training program based on the selling process.

Required:

- (a) Demonstrate how the company can achieve an effective territory design. (10 marks)
- (b) Explain the training content that should be discussed included in pre approach and demonstration session. (10 marks)
- (c) Explain to the management the purpose of establishing the sales quota and the appropriate measures of performance. (10 marks)

QUESTION TWO

As a newly recruited sales manager of a commercial bank operating in East Africa, assist the Board of Directors to:

- (a) Design two appropriate sales structures for effective management. (10 marks)
- (b) Demonstrate the primary methods of motivating sales force. (10 marks)

QUESTION THREE

- (a) Briefly describe three methods of sales forecasting. (10 marks)
- (b) Discuss the major qualitative methods of measuring performance of sales force. (10 marks)

QUESTION FOUR

- (a) Discuss the significance of job analysis in sales management. (8 marks)
 - (b) Briefly explain the techniques applied in the recruitment process. (12 marks)
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