

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
RESIT/SPECIAL EXAMINATION**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE
BCOM 321/BUST 424: SALES MANAGEMENT**

STREAMS: BCOM/BUST

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/08/2021

2.30 P.M – 4.30 P.M.

INSTRUCTIONS

- **ANSWER ANY FIVE QUESTIONS.**

QUESTION ONE

A sales person responsibility for a sales territory requires thorough planning. Explain what such planning should entail. (20 Marks)

QUESTION TWO

James recently got a job as a sales manager for popote limited. Explain to him on the closing signals from customers that he should monitor in the course of his sales presentation. (20 Marks)

QUESTION THREE

The sales manager of ndagani limited periodically undertakes training of organization's sales people. Explain five reasons for such training. (20 Marks)

QUESTION FOUR

Jacob recently got a Job as a sales person in a car bazaar. Explain the measures that he could take to ensure effective demonstration of cars in the bazaar. (20 Marks)

QUESTION FIVE

Describe the procedure that a sales manager should follow when designing an incentive programme for the sales force. (20 Marks)

QUESTION SIX

Successful sales managers possess certain personal characteristics. Discuss five such characteristics. (20 Marks)
