

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BUST 424/BCOM 321: SALES MANAGEMENT

STREAMS: BUST Y4S2/BCOM Y3S2

TIME: 2 HOURS

DAY/DATE: MONDAY 23/07/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer any **FOUR** questions.

QUESTION ONE

“Sales career is the highest paying job in the world.” Explain this statement with your vast knowledge in sales management. (25 marks)

QUESTION TWO

In territory management, explain how you will match your sales team to customer’s needs. (25 marks)

QUESTION THREE

Describe some instances where a sales person has played a major role in your purchase decision. (25 marks)

QUESTION FOUR

Convince a Non business student that he or she should take a course in selling. (25 marks)

QUESTION FIVE

How does the proper handling of satisfied customers aid prospecting? (25 marks)
