

CHUKA



UNIVERSITY

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**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT**

BCOM 321: SALES MANAGEMENT

STREAMS: BEEM, BCOM, BCOP Y3S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/04/2018

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

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

QUESTION ONE (COMPULSORY)

- (a) Explain the benefits of sales management to micro, small and medium enterprises. (7 marks)
- (b) Describe the essential features of effective sales personnel in small and medium enterprises. (6 marks)
- (c) Explain why prospects object to a sale and strategies that can be used in handling objections. (12 marks)
- (d) Why should salespersons understand their company and its products? (5 marks)

QUESTION TWO

By use of illustrations and appropriate examples, discuss the various sales organizational structures adopted by firms. (20 marks)

QUESTION THREE

Whether an organization is large or small it has to ensure the salespersons have acquired the necessary selling techniques. Discuss the various selling techniques used at every stage of the selling process. (20 marks)

QUESTION FOUR

- (a) Describe the major objectives of training the Salesforce. (5 marks)
- (b) Discuss the primary methods of sales force compensation. (15 marks)

QUESTION FIVE

- (a) Distinguish between territories and quotas and the challenges associated with their design. (10 marks)
 - (b) Briefly discuss the tools and procedures used in selection of the Salesforce. (10 marks)
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