

---

CHUKA



UNIVERSITY

---

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD DEGREE OF  
BACHELOR OF PROCUREMENT AND LOGISTICS MANAGEMENT**

**BCOM 321: SALES MANAGEMENT**

**STREAMS: BEEM, BCOP Y3 S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 9/04/2020**

**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**

XUCO is a pharmaceutical manufacturing company based in China. The Company has been in existence for three decades. It has branches in twenty countries in Asia and Africa. The teams in various countries are overwhelmed with the demand for the company products and have sought for management intervention in providing addition sales persons. Currently the company has no designed territories and work loan analysis systems.

Required

- (a) Advice the management on the importance of sales force planning in sales management.  
[6 Marks]
- (b) Explain the process and importance of work load analysis in sales management.  
[12 Marks]
- (c) Demonstrate how a territory can be successfully designed and its importance.  
[12 Marks]

**QUESTION TWO**

Kilimambogo group of wholesalers have invited you to induct their newly employed sales persons. As a sales management expert assist them as follows.

(a) Explain to them the importance of prospective and approach. [10 marks]

(b) Identify objections and explain the strategies for handling objections to a sale. [10 Marks]

**QUESTION THREE**

(a) Identify and explain the various objective methods of sales forecasting. [15 Marks]

(b) Explain the importance sales forecasting.

**QUESTION FOUR**

(a) Briefly discuss three methods of analysis sales force performance. [12 Marks]

(b) Explain the significance of customer relationship management in sales management. [8 Marks]

.....