

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF BACHELOR OF COMMERCE

MBAD 865: SALES MANAGEMENT

STREAMS MBAD Y2S1

DAY/DATE: THURSDAY 07/08/2025

TIME:3 HOURS

8.30A.M. –11.30 A.M

Instructions to Candidates:

Answer question **ONE** and any other **FOUR** questions

QUESTION 1 (Compulsory) – 30 Marks

Case Study.

XYZ Electronics, a mid-sized consumer electronics firm, plans to launch a new line of smart home devices. The firm must decide how to position its product in a competitive market, determine pricing, develop an integrated promotion campaign, and select distribution channels. Additionally, the firm is under scrutiny for past issues related to misleading advertising and a lack of eco-friendly practices.

(a) Explain the strategic role of sales management in driving organizational performance and sustaining customer relationships. (10 marks)

(b) Discuss the factors that should be considered when designing an effective sales compensation system. (10 marks)

(c) Using a real Kenyan company, describe how CRM technology can support sales planning and performance evaluation. (10 marks)

QUESTION 2 – 10 Marks

(a) Outline the key steps involved in forecasting sales and describe two forecasting techniques commonly used in practice. (5 marks)

(b) Discuss five ethical issues that may arise in personal selling within a sales organization. (5 mark)

QUESTION 3 – 10 Marks

(a) Describe how a sales manager can effectively recruit and select candidates for a high-performing sales team. (10 marks)

QUESTION 4 – 10 Marks

(a) Explain how a sales manager should handle underperformance while maintaining team morale and accountability. (10 marks)

QUESTION FIVE – 10 Marks

(a) Evaluate the effectiveness of different training methods for sales personnel and how training outcomes should be measured. (10 marks)

QUESTION SIX – 10 Marks

(a) Discuss the leadership traits and styles that are most effective in managing a geographically dispersed sales team. (10 marks)
