

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESITS/SPECIAL EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
COMMERCE**

BCOM 321: SALES MANAGEMENT

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: MONDAY 28/8/2023

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS

ANSWER ANY FIVE QUESTIONS

QUESTION ONE

Organizations undertake sales forecasting for a number of reasons. Outline five such reasons.

(20 Marks)

QUESTION TWO

Many organizations find it necessary to evaluate their sales people. Explain five reasons for such evaluation.

(20 Marks)

QUESTION THREE

The sales manager of ndagani ltd is in the process of determining the size of sales territories. Explain five factors that he could consider in the determination of the territory size.(20 Marks)

QUESTION FOUR

Successful sales managers possesses certain characteristics. Outline five such characteristics.

(20 Marks)

QUESTION FIVE

Ndagani ltd remunerates its sales people on straight commission. Explain five benefits of this form of commission.

(20 Marks)

QUESTION SIX

Highlight the importance of sales budget to an organization.

(20 Marks)

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