



KIBABII UNIVERSITY COLLEGE

(A Constituent College of Masinde Muliro University of Science Technology)

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UNIVERSITY REGULAR EXAMINATIONS

2013 /2014 ACADEMIC YEAR

3RD YEAR 2ND SEMESTER EXAMINATIONS

(MAIN EXAMINATION)

FOR THE DEGREE OF BACHELOR OF

BUSINESS MANAGEMENT

COURSE CODE: BBM 323

COURSE TITLE: SALES MANAGEMENT

DATE: 17th APRIL, 2014

TIME: 9:00A.M.- 12 NOON

INSTRUCTIONS TO CANDIDATES:

Answer ALL questions in Section A.

Answer Any THREE questions in Section B.

SECTION A.

1. Need Assessment is the stage in which the sales person must discover, clarify and understand the buyer's needs, identify and list the types of questions the sales people can use to encourage their buyer to reveal and discuss their needs. (5mks)
2. How do sales people develop an effective presentation? (5mks)
3. Identify the common types of objections faced by sales people and the techniques the sales people use in responding to a buyer objection. (5mks)
4. List five importance of a good selection program. (5mks)
5. Highlight the five major activities involved in staffing a sales force. (5mks)

SECTION B.

6. In view of the rising changes in the business environment and steady competitive environment, explain how sales jobs differ from other jobs. (5mks)
7. Clearly explain by highlighting the steps in the sales process. (15mks)
8. Discuss the detailed phases of developing and conducting sales force training. (15mks)
9. In his hierarchy of needs theory, Abraham H. Maslow proposed five levels of needs that every individual seeks to satisfy. Using the model discuss the possible sales managers' actions arising from the model. (15mks)