



KIBABII UNIVERSITY COLLEGE (KIBUCO)

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2014 /2015 ACADEMIC YEAR**

THIRD YEAR FIRST SEMESTER EXAMINATIONS

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 323

COURSE TITLE: SALES MANAGEMENT

DATE: 22ND January 2015

TIME: 8.00-10.00 A.M.

INSTRUCTIONS TO CANDIDATES:

Answer Question ONE and any other Two Questions

TIME: 2 Hours

QUESTION 1 (30 MARKS)

- (a) What is sales management (4 marks)
- (b) Explain the concept of sales management and sales man ship (6 marks)
- (c) Explain the theories of personal selling (10 marks)
- (d) Briefly explain the functions of sale organization (10 marks)

QUESTION 2

- (a) You are appointed as the new sales manger of a marketing firm in Kitale and you are requested by the management to come up with a structure of sales organization. What factors would you consider before you come up with one (10 marks)
- (b) Explain the steps you would follow in establishing a sales structure (10 marks)

QUESTION 3 (20 MARKS)

Write short writes on:

- (a) The Role of sales Manager (5 marks)
- (b) Sales Budget (5 marks)
- (c) Requirements of a good sales compensation plane (5 marks)
- (d) Limitations of marketing Research (5 marks)

QUESTION 4 (20 MARKS)

- (a) What do you understand by recruitment and section of sales force (4 marks)
- (b) Explain the process of recruitment and selection as adopted by the modern sales organizations (16 marks)