



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION DECEMBER -2022

EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

UNIT CODE: BMKT

UNIT TITLE: SALES MANAGEMENT

DATE: THURSDAY, 22ND DECEMBER, 2022

TIME: 9:00 AM – 11:00 AM

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INSTRUCTIONS:

- **Answer question ONE (compulsory) and any other TWO questions**

QUESTION ONE

- a) Sales representatives of a company would adopt a specific sales method, which help in dealing better with the customer. Discuss six stages involved in conducting a prospect to a buyer a product/ service. (12marks)
- b) Describe four functions of sales strategy play a major role to sales managers. (8 marks)
- c) Discuss the purpose of sales organization for the sales team. (10 marks)

QUESTION TWO

- a) A sales forecasting method is a procedure for estimating how much of a given product (or Product line) can be sold if a given marketing program is implemented. Discuss the different methods that can used in sales forecasting (10 marks)
- b) Describe five qualities of effective sales executives (10 marks)

QUESTION THREE

- a) Describe the relationship that exist between sales teams and other functions in the organization (10 marks)
- b) Explain standards of sales force performance. (10 marks)

QUESTION FOUR

- a) Continuing changes in the marketplace makes motivating of sales persons a particularly difficult and important task. Discuss the importance of sales of motivation. (10 marks)
- b) Discuss the various types of compensation plans. (10 marks)

QUESTION FIVE

- a) Discuss the different approaches of improving sales force productivity. (10 marks)
- b) State and explain the sources of recruitment for a firm (10 marks)

