



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2016

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS**

UNIT CODE: HBM 2302

UNIT TITLE: SALES MANAGEMENT

DATE:

TIME:

INSTRUCTIONS:

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

QUESTION ONE

- (a) Critically examine the sales manager's goals (4 marks)
- (b) As sales manager it is important to learn the environment you are working in. Discuss the sales environment that you need to be aware of (10 marks)
- (c) Write detailed notes clearly discussing the sale process (10 marks)
- (d) What are the THREE dimensions of sales motivation definition (6 marks)

QUESTION TWO

- (a) It is important for sales managers to conduct a sales forecast. Discuss how you would forecast sales (8 marks)
- (b) What do you need for a training program for your sales team (8 marks)
- (c) Examine the reasons why it is necessary to train the sales team (4 marks)

QUESTION THREE

- (a) Assume you are invited to do a presentation on forecast and you are required to tackle the issue of general characteristics of forecasts. Discuss (10 marks)
- (b) As a sales and marketing manager analyze the ways you can motivate your sales team (10 marks)

QUESTION FOUR

- (a) Sales team is important in meeting the objectives of the sales department. What are the sources of available for you to source for your sales team (10 marks)
- (b) Discuss the steps involved in sales force management (10 marks)