



The Co-operative University of Kenya

**EXAMINATIONS FOR THE BACHELOR OF CO-OPERATIVE BUSINESS AND
BACHELOR OF COMMERCE (BCOB YEAR IV SEM II)**

UNIT CODE: HCOB

UNIT TITLE: SALES MANAGEMENT

DATE:

TIME:

QUESTION ONE

- a. Maua Co-operative society is in the process of establishing a sales department. Explain the reason why it is necessary for the society to establish this department. (10 Marks)
- b. Mr. Muhindi, a sales representative is planning to have a sales meeting. Explain any five important aspects that he should consider while planning for the meeting (10 marks)
- c. Sales forecasting is very important to marketers. Highlight any five methods of sales forecasting (10 Marks)

QUESTION TWO

- a. Explain the five frequently used sources of recruitment of sale people (10 Marks)
- b. Explain any Five performance standards that an organization may use to evaluate her sales representatives

QUESTION THREE

Ms. Sarafina, a sale manager of Sasha Beauty Ltd. is in the process of developing a compensation plan for her firm's sales force.

- a) Outline any six indirect ways that he may use motivating the sales force (12 marks)
- b) Describe Four compensation methods that he may employ (8 marks)

QUESTION FOUR

- a. Personal selling is one of the most popular methods used by sales people. Explain situations when personal selling is appropriate (10 Marks)
- b. Describe any FOUR types of sales people (8 marks)

QUESTION FIVE

- a. Explain duties that a sales manager plays in a sales department (12Marks)
- b. Ms. Najma is preparing for a sales force training. Explain FIVE key areas that the training should cover. (10 Marks)