



# The Co-operative University of Kenya

## SPECIALS AND SUPPLEMENTARY EXAMINATION AUGUST-2019

### EXAMINATION FOR THE DIPLOMA IN MARKETING

UNIT CODE: DMDM 1204

UNIT TITLE: SALES MANAGEMENT

DATE: 29<sup>TH</sup> AUGUST, 2019

TIME: 11:30 AM – 1:30 PM

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#### INSTRUCTIONS:

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

#### QUESTION ONE

- (a) A car dealer company would like to recruit salespeople to increase their sales during a political campaign. Discuss the process you advise the organization board to take into consideration while for looking to attract the best talent? (8 Marks)
- (b) Distinguish between expectancy theory and Hertzberg hygiene Theory. (4 Marks)
- (c) What are the characteristics of a sales person. (4 Marks)
- (d) Give an analysis of the motivation evaluation process? (6 Marks)
- (e) Explain the advantages choosing digital media. (4 Marks)
- (f) Explain the disadvantages of digital media. (4 Marks)

#### QUESTION TWO

- (a) Define Sales forces. (2 Marks)
- (b) Explain the advantages line organizations? (4 Marks)
- (c) What are the disadvantages of organizations. (4 Marks)
- (d) Distinguish between affordability and objective Task Method. (4 Marks)
- (e) State examples of alternate media. (6 Marks)

#### QUESTION THREE

- (a) Mention the consumer sales promotion tools? (6 Marks)
- (b) Explain the function of public relations. (6 Marks)
- (c) Discuss the advantages and disadvantages of advertising to salesmen. (8 Marks)

#### QUESTION FOUR

- (a) What is brand equity? (2 Marks)
- (b) Discuss the features of advertising (4 Marks)
- (c) Describe the sales process (8 Marks)
- (d) Highlight the advantage of advertising to society. (6 Marks)