

The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2018

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

**UNIT CODE: HBM 2302/HCOB 2317
UNIT TITLE: SALES MANAGEMENT**

DATE: DECEMBER, 2018

TIME:

INSTRUCTIONS:

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

QUESTION ONE

- (a) Explain your understanding of the term sales management (2 marks)
- (b) Describe the key goals of a sales management (6 marks)
- (c) Examine **THREE** types of sales people compensation plan. Give the strengths and weaknesses of each plan (12 marks)
- (d) Sales forecasting allows a business to estimate its future sales. Explain **FIVE** as to why sales forecasting is important (10 marks)

QUESTION TWO

- (a) Maintaining a well-motivated sales-force is one of the challenging tasks in sales management. Discuss **FIVE** ways that can be applied in motivating the sales force (10 marks)
- (b) Describe the steps involved in the sales force recruitment process (10 marks)

QUESTION THREE

- (a) You have been appointed as Business for a company that has recently introduced a new product targeting the business market. Describe the step-wise process you will follow in selling this new product (14 marks)
- (b) Outline **SIX** major roles of sales manager (6 marks)

QUESTION FOUR

- (a) Describe **FOUR** types of sales organizational structures (8 marks)
- (b) Discuss **SIX** reasons as to why it is important to divide markets into territories (12 marks)

QUESTION FIVE

Write short notes on the following;

- (a) Account management (4 marks)
- (b) Sales quota (4 marks)
- (c) Sales force selection (4 marks)
- (d) Sales force evaluation (4 marks)
- (e) Sales force training (4 marks)