



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

P.O. Box 62157
00200 Nairobi - KENYA
Telephone: 891601-6
Fax: 254-20-891084
E-mail: academics@cuea.edu

MAIN EXAMINATION

SEPTEMBER – DECEMBER 2019 TRIMESTER

SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMK 414: SALES MANAGEMENT

Date: DECEMBER 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

Q1. (a) As newly appointed Head of Sales at Wananchi limited, you have been assigned task on designing and managing sales territories. Explain various factors to consider when determining the size of sales territories.

(10marks)

(b) Critically analyses the role of a salesperson in sales department at fast moving consumer goods sector. **(10 marks)**

(c) Explain various approaches that a sales person should adapt in presentation preparation.

(10marks)

Q2. (a) The core function of sales management is sales generation; Discuss **five** sources that a salesperson can use to identify prospects and generate leads. **(10 marks)**

(b) The sales of Rocktober investment ltd has been declining at an alarming rate. As sales consultant, you have discovered that the sales team are the major cause of the problem as they don't follow the right selling

process.
marks)

Advise them on selling process.

(10

- Q3. (a) The salesforce are engine in sales department. Discuss various steps that a sales manager should consider when designing compensation management. (10 marks)
- (b) Sales forecasting is an extensively used tool by sales professional. Discuss various methods that are used in sales forecasting. (8marks)
- Q4. (a) Discuss how the efficiency and effectiveness of sales force training can be evaluated. (10 marks)
- (b) Ethical issues in selling and sales management have become an area of concern. Identify and explain **five** ethical issues. (10marks)

END