



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya

Tel: +254(0) 799 529 958, +254(0) 799 529 959, + 254 (0) 712 524 293,

Website: [info@must.ac.ke](mailto:info@must.ac.ke) Email: [info@must.ac.ke](mailto:info@must.ac.ke)

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## University Examinations 2023/2024

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR  
OF BUSINESS ADMINISTRATION

### BFB 3307: SALES MANAGEMENT

DATE: APRIL 2024

TIME: 2 HOURS

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INSTRUCTIONS: Answer question *one* and any other *two* questions

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#### QUESTION ONE (30 MARKS)

- The purpose of salesmanship is retain existing business and win new customers. In an effort to achieve this objective, discuss the various functions of sales people. (6 marks)
- Engages in sales across the country's borders may present some unique challenges to the salesperson. Explain this statement. (6 Marks)
- Discuss 5 possible sales objections and how a salesperson can counter them. (10 marks)
- Distinguish between financial and non-financial rewards as they apply to Salesforce compensation. (4 Marks)
- Identify the criteria that one can use in evaluating the effectiveness of a Salesforce training program. (4 Marks)

#### QUESTION TWO (20 MARKS)

- Explain the essential skills that you would look for in a sales person. (6 Marks)
- Discuss how advances in technology has affected the sales function. (8 Marks)

- c) Sales training is a very important component of the sales profession. Assess the possible areas of sales training. (6 Marks)

**QUESTION THREE (20 MARKS)**

- a) Distinguish between a lead and a prospect and explain the procedure of qualifying a lead into a prospect. (10 Marks)
- b) The importance of personal selling varies from industry to industry and from company to company. Explain why this variation occurs. (5 Marks)
- c) Write short notes on the following;
- i. Order takers (2 Marks)
  - ii. Prospecting (3 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss FIVE bases for evaluating sales force performance. (6 Marks)
- b) Briefly explain any three methods a salesperson can use to close a sale. (6 Marks)
- c) Explain the link between sales function and distribution function with the reference to an organization of your choice. (4 Marks)
- d) Distinguish between role playing and case studies as they are used in sales training. (4 marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss the importance of sales force evaluation and control (5 Marks)
- b) Outline five benefits of using Key Accounts sales structure in an organization. (5 marks)
- c) Enumerate the factors to consider when deciding upon international sales force organization. (5 Marks)
- d) Distinguish between Salesforce composite and Delphi technique as they are used in developing sales projections. (5 Marks)