



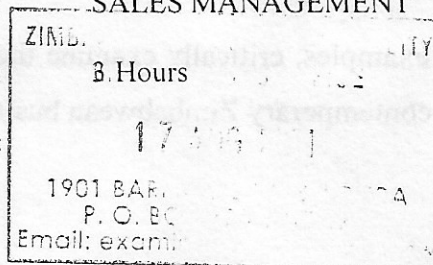
ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CMA 208
COURSE TITLE : SALES MANAGEMENT
DURATION : 3 Hours
DATE : 17/06/11



INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets []

Question 1

a) Making use of examples define the following terms:

- i) Perception (3 marks)
- ii) Sales Management (3 marks)
- iii) Bonus (3 marks)
- iv) Contract (3 marks)
- v) Exponential smoothening (3 marks)

b) Making use of examples compare and contrast the following:

- i) Sale and Sell (5 marks)
- ii) Coupons and Rebates (5 marks)

(Total 25 marks)

Question 2

'Marketing and selling are synonymous'. Discuss using examples.

(Total 25 marks)

Question 3

Making use of examples, critically examine the applicability of any four Salesforce training methods in the contemporary Zimbabwean business environment.

(Total 25 marks)

Question 4

- a) In light of examples briefly outline any five methods of closing a sale. (10 marks).
- b) Making use of examples, critically examine the contribution of budgeting to the success of selling activities. (15 marks)

(Total 25 marks)

Question 5

- a) Briefly outline the selling process. (10 marks)
- b) Making use of examples, evaluate the rationale behind the creation and management of sales territories. (15 marks)

(Total 25 marks)

***** END OF PAPER*****