



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA208
COURSE TITLE : SALES MANAGEMENT
DURATION : 3 Hours
DATE : 25 September 2020

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) Sales Management (3 marks)
 - ii) Order-creators (3 marks)
 - iii) Assumptive close (3 marks)
 - iv) Salesforce composite (3 marks)
 - v) Free on board (FOB) (3 marks)
- b) Making use of examples compare and contrast the following:
- i) Recruitment and Selection (5 marks)
 - ii) Sales promotion and Personal Selling (5 marks)

(Total 25 marks)

Question 2

As a sales manager of any organisation of your own choice, you are tasked to make a presentation pertaining to the significance of following the selling process when undertaking selling activities. Write a memo to the CEO detailing your presentation. **(Total 25 marks)**

Question 3

- a) Briefly outline any five methods of closing a sale (10 marks)
- b) Making use of examples, critically examine the applicability of any 5 sales forecasting techniques to any organisation of your own choice. (15 marks)

(Total 25 marks)

Question 4

You overhear your CEO saying, "Motivation of Salesforce is a wastage of time, employees will never get satisfied. Companies will need just to forgo the motivation of sales people". Write a memo to the CEO critically examining his/her argument in light of examples.

(Total 25 marks)

Question 5

- a) Briefly discuss the significance of recruiting Salesforce from within the organisation.

(10

marks)

- b) Discuss the relevance of sales territory establishment and management to the success of any sales-based organisation your own choice.

(15

marks)

(Total 25 marks)

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