



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 : 30 May 2019

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. Each question carries 25 marks.

Question 1

Discuss the role of a company's salespeople in creating value for customers and building customer relationships. **(25 marks)**

Question 2

Identify and explain 6 major sales force management steps. **(25 marks)**

Question 3

Discuss the personal selling process, distinguish between transaction oriented marketing and relationship marketing. **(25 marks)**

Question 4

Discuss the role of personal selling in the promotional mix. In what circumstances is it more effective than advertising? **(25 marks)**

Question 5

Briefly describe the activities involved in sales force management. **(25 marks)**

End of paper