



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
SPECIAL REQUIREMENTS :
DURATION : 3 Hours
LEVEL : 2.2
DATE :

14 NOV 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. The number of marks for each question or part question is shown in brackets []
5. Each question has a total of **25 Marks**

QUESTION 1

a.) Give the definitions of the following terms using appropriate examples

- i. A Prospect (3)
- ii. Cold Calling (3)
- iii. Quotas (3)
- iv. Commission (3)
- v. Sales territory (3)

b.) Using the Sales Management Cycle discuss the major activities of a Sales Manager using relevant examples. (10)

QUESTION 2

a.) Show how Dairibord Zimbabwe Private Limited may apply the jury of executive opinion to forecast Sales for the year 2020. (15)

b.) Outline 5 advantages and 5 disadvantages of compensating sales force using the straight salary. (10)

QUESTION 3

Discuss how a Sales Manager may use the Maslow Hierarchy of Needs to motivate Sales people. (25)

QUESTION 4

With aid of a diagram explain the stages involved when developing a sales budget (25)

QUESTION 5

Explain any 5 techniques of closing a sale that may be used by a sales rep for an organisation of your choice. (25)