



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA 208
COURSE TITLE : SALES MANAGEMENT
DURATION : 3 Hours
DATE :

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) Hygiene factors (3 marks)
 - iii) Delphi method (3 marks)
 - iv) Salesforce composite (3 marks)
 - v) Role playing (3 marks)
- b) Making use of examples compare and contrast the following:
- i) Order getters and order creators (5 marks)
 - ii) Job description and job specifications (5 marks)

(Total 25 marks)

Question 2

As a newly employed sales manager of a specific organisation of your own choice, you realise a mass exodus of Salesforce leaving their jobs. Write a memo to the CEO recommending the possible measure which can be taken to retain Salesforce.

(Total 25 marks)

Question 3

'Salesforce training is a costly process which must be avoided'. Discuss this proposition in light of examples.

(Total 25 marks)

Question 4

Citing relevant examples where necessary, evaluate the applicability of Maslow's hierarchy of needs theory in sales management contexts.

(Total 25 marks)

Question 5

- a) Briefly outline any five methods of Salesforce compensation. (10 marks)
- b) Critically examine the significance of sales forecasting, citing relevant examples.

(15 marks)

(Total 25 marks)

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