



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CMA222
COURSE TITLE : SALES MANAGEMENT
DURATION : 3 HOURS
DATE :

06 JUL 2022

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 ONE

Using examples write brief notes on the following terms

- a) Sales management (5marks)
- b) Order getters (5 marks)
- c) Order creators (5marks)
- d) Order takers (5 marks)
- e) Impersonal selling (5 marks)

QUESTION TWO

- a) Define the term Key Account Management (K.A.M) (5 marks)
- b) Using examples, compile the advantages and disadvantages of Key Account Management (20 marks)

QUESTION THREE

Citing relevant examples, evaluate the applicability of Maslow's hierarchy of needs theory in sales management - context (25 marks)

QUESTION FOUR

Discuss the roles of selling in the marketing mix (25marks)

QUESTION FIVE

'Selling and marketing are synonymous.' Evaluate this statement juxtaposing the two in light of Zimbabwean examples. (25 marks)