



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

**FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS**

**DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP**

**EXAMINATION PAPER**

**COURSE CODE** : CMA 222  
**COURSE TITLE** : SALES MANAGEMENT  
**DURATION** : 3 HOURS  
**LEVEL** : 2.2  
**DATE** : 14 JUN 2024  
**SPECIAL REQUIREMENTS** : NONE

**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**

Explain any four qualitative sales forecasting techniques a company can employ.

**[25 marks]**

### **QUESTION TWO**

Identify and explain the symptoms of a demotivated sales team.

**[25 marks]**

### **QUESTION THREE**

Discuss the implications of the Consumer Protection Act [Chapter 14:44] Act 5/2019 to sales and marketing companies in Zimbabwe.

**[25 marks]**

### **QUESTION FOUR**

Using Zimbabwean companies as practical examples, evaluate the rationale for sales territory optimisation.

**[25 marks]**

### **QUESTION FIVE**

Discuss merits and demerits of on-the-job salesforce training method that Zimbabwean company can use to train its sales force.

**[25 marks]**

**[END OF PAPER]**

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