



ZIMBABWE EZEKIEL GUTI UNIVERSITY

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

**DEPARTMENT OF ECONOMICS, MARKETING, AND ENTREPRENEURSHIP
EXAMINATION PAPER**

MODULE CODE : CMA222
MODULE TITLE : SALES MANAGEMENT
SPECIAL REQUIREMENTS : None
DURATION : 3 Hours
LEVEL : 2.2
DATE 08 APR 2025

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) Explain the various determinants of organizational buyer behaviour. (15 Marks)

(b) As a sales expert explain the roles of a new sales manager to a tele-communication company like Econet Wireless (10 Marks).

(Total 25 marks)

Question 2

Many sales experts have argued for and against personal selling. As a newly employed salesperson to Telecom Mobile network, what are your views on this assertion? (25 marks)

Question 3

(a) You have been instructed to advise ZEGU management on the importance of carrying out a sales promotion campaign to increase student enrollment. Examine the possible objectives of carrying out such a campaign. (15 marks)

(b) Explain the elements of the selling process. (10 marks)

(Total 25 marks)

Question 4

(a) Justify with examples why a business organization needs to carry out various sales forecasting strategies. (15 marks)

(b) Explain the characteristics of modern selling. (10 marks)

Question 5

Discuss the various challenges the sales people encounter in the execution of their duties.

(25 marks)

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