



**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**

28 JUL 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) Making use of examples define the following terms:
- i) Sales Management (3 marks)
  - ii) Order-creators (3 marks)
  - iii) Assumptive close (3 marks)
  - iv) Salesforce composite (3 marks)
  - v) Free on board (FOB) (3 marks)
- b) Making use of examples compare and contrast the following:
- i) Recruitment and Selection (5 marks)
  - ii) Sales promotion and Personal Selling (5 marks)
- (Total 25 marks)**

### Question 2

As a sales manager of any organisation of your own choice, you are tasked to make a presentation pertaining to the significance of following the selling process when undertaking selling activities. Write a memo to the CEO detailing your presentation. **(Total 25 marks)**

### Question 3

- a) Briefly outline any five methods of closing a sale (10 marks)
  - b) Making use of examples, critically examine the applicability of any 5 sales forecasting techniques to any organisation of your own choice. (15 marks)
- (Total 25 marks)**

### Question 4

You overhear your CEO saying, "Motivation of Salesforce is a wastage of time, employees will never get satisfied. Companies will need just to forgo the motivation of salespeople". Write a memo to the CEO critically examining his/her argument. **(Total 25 marks)**

### Question 5

- a) Briefly discuss the significance of recruiting Salesforce from within the organisation. (10 marks)
  - b) Examine the relevance of sales territory establishment and management to the success of any sales-based organisation your own choice. (15 marks)
- (Total 25 marks)**

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