



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

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**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING**

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**DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES**

**EXAMINATION PAPER**

**COURSE CODE** : CMA208  
**COURSE TITLE** : SALES MANAGEMENT  
**DURATION** : 3 Hours  
**DATE** : 24 March 2021

PRINTED

**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) Define the following terms with the aid of examples:

i) Sales Management (3 marks)

ii) Holistic marketing (3 marks)

iii) Jury of executive opinion (3 marks)

iv) Salesforce composite (3 marks)

v) Prospecting (3 marks)

b) Compare and contrast the following:

i) Job specifications and Job description (5 marks)

ii) Order takers and Order creators (5 marks)

**(Total 25 marks)**

### Question 2

'Motivating Salesforce is a wastage of time, they will not improve'. Critically examine this proposition in light of motivation theories. **(Total 25 marks)**

### Question 3

Making use of examples, critically examine the applicability of any four Salesforce training methods in the contemporary Zimbabwe **(Total 25 marks)**

### Question 4

As a newly employed sales manager of any organisation of your own choice, you are tasked to do a presentation to the board of directors pertaining to the methods of employee compensation. Write a memo to the CEO outlining your presentation indicating the pros and cons of any three methods of Salesforce compensation methods.

**(Total 25 marks)**

### Question 5

a) Briefly outline the selling process.  
marks)

(10

b) Making use of examples, juxtapose sales management and marketing management.

(15

marks)

(Total 25 marks)

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