

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: SALES MANAGEMENT

COURSE CODE: CMA 208

DATE: 2 JUNE 2018

DURATION: 3 HOURS

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

- a) State four advantages of sales forecasting. (4 Marks)
- b) Explain the reasons for establishing sales territories. (21 Marks)

(Total: 25 Marks)

Question Two

Discuss the three main buying situations faced by organizational (industrial) buyers.

(25 Marks)

Question Three

Explain the dimensions applied when conducting qualitative assessments of sales force performance.

(25 Marks)

Question Four

How applicable is Maslow's Hierarchy of needs motivation theory in motivating the 21st century sales force.

(25 Marks)

Question Five

Using an organization of your choice, discuss the importance of Key Account Management to both sellers and customers.

(25 Marks)

End of paper