

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE.SALES MANAGEMENT

COURSE CODE: CMA208

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer **ANY FOUR** questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

Question 1

- a) Define the term sales management. (3 marks)
- b) Discuss the major roles played by sales management for a business organisation of your own choice. (22 marks)

(Total 25 marks)

Question 2

What are the major characteristics of modern selling? (Total 25 marks)

Question 3

Define the following as they are used in sales management

- a)
- I. Inside order takers (3marks)
 - II. Delivery sales (3marks)
 - III. Outside order takers (3marks)
 - IV. Technical support people (3marks)
 - V. Merchandisers (3marks)

- b) As a sales person for a particular product discuss your personal selling objectives. (10 marks)

(Total 25 marks)

Question 4

- a) Explain the importance of motivation for sales persons. (10 marks)
- b) Explain how Maslow's theory of motivation can be used by an organisation to motivate its sales persons. (15 marks)

(Total 25 marks)

Question 5

- a) What is key account management? (5 marks)

b) Discuss the benefits of key account management to business organisation as well as to the customers.

(20 marks)

(Total 25 marks)

END OF PAER