

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: SALES MANAGEMENT

COURSE CODE: CMA 208

28 NOVEMBER 2018

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.

Examine at least eight methods used to train sales managers and major topics to be covered in sales training programs. **[25 marks]**

Question 2.

Evaluate in detail the different types of methods in dealing with objections and closing a sale.

(25 marks)

Question 3.

Sales management is the planning direction and control of personal selling. Discuss

[25 marks]

Question 4.

Recruiting, selecting, equipping, assigning, routing, supervising paying and motivating all these apply to the personal Sales force. Choose any five aspects from those above and explain in great detail. **[25 marks]**

Question 5.

Evaluate in detail the profile of the modern sales manager

[25 marks]

End of paper