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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DIPLOMA IN DIGITAL MARKETING
DDM 1101 SALES MANAGEMENT

Date: 6TH AUGUST 2024
Time: 2:30PM – 4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain the objectives of sales management (5 Marks)
- b) You have been hired as the sales manager of Bingwa Sacco. Highlight four responsibilities that you will be expected to discharge (4 Marks)
- c) Highlight the Importance of maintaining a sales organization (5 Marks)
- d) Identify the various sources of recruitments that a sales manager can rely on to attract a suitable pool of best recruits for the sales position to be filled (5 Marks)
- e) Motivation is specially required in sales management as the nature of job is different from the usual work that the other members of the organization are engaged in. Justify this statement through demonstrating the need for motivation of sales personnel (5 Marks)
- f) Sales evaluation normally is of three types. Discuss (6 Marks)

QUESTION TWO (20 MARKS)

- a) Outline the sales management cycle (6 Marks)
- b) You have been invited to train the sales personnel of kiriri Women University of science and technology. Explain any 4 methods of training that you can adopt (8 Marks)
- c) To aid in the recruitment process, a job analysis should be conducted to identify the duties, requirements, responsibilities, and conditions involved in the job. Discuss the steps involved when conducting a proper job analysis (6 Marks)

QUESTION THREE (20 MARKS)

- a) Generally, an organization is a structured-process in which individuals interact with each other for achieving stated-objectives. In light of the above statement, explain the functions of Sale organization (6 Marks)
- b) According to American marketing association, most salespeople prefer the financial benefit because the need at the lower level of organization is more of physiological and safety needs, rather than those of esteem and self-actualization. Discuss the financial motivational techniques that a sales manager can adopt. (8 Marks)
- c) It is difficult to prescribe how much supervision is enough as too much is as bad as well as too little. Explain the conditions under which supervision is needed (6 Marks)

QUESTION FOUR (20 MARKS)

- a) “All selling processes contain the same basic steps, though the detail of each step and time required to complete it will vary according to the product that is being sold” In support, discuss the steps involved in a selling process (6 Marks)
- b) Explain the various methods of Sales Budgeting (8 Marks)
- c) Motivational effort is generally thought to include three dimensions. Discuss (6 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the procedure that may be adopted to establish a practical and viable sales-organizational structure (6 Marks)
- b) Explain the best sources that a sales personnel can utilize to find prospects/customers (6 Marks)
- c) Your friend Ann wants to understand sales management. Explain to her the four types of sales manager (8 Marks)