

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

FIRST YEAR EXAMINATION FOR THE DEGREE OF
BACHELOR OF EDUCATION ARTS

BUST 112: SALES MANAGEMENT AND MARKETING

STREAM:

TIME: 2 HRS

DAY: WEDNESDAY [14.30-16.30 P.M] ***DATE: 13/12/2023***

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

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INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**QUESTION ONE**

- a) The basic function of sales management is to remains to make a 'sale'. Do you agree with this statement? Explain. **(10mks)**
- b) There are contrasting views on the relationship between selling and marketing. In view of this, distinguish between selling and marketing **(10mks)**
- c) The diverse nature of the buying situation means that there are many types of the selling. Discuss **(10mks)**

QUESTION TWO

- a) Many companies spent a lot of money in training salespersons since they are the single most important link to the customer. Are these costs justified? Explain **(10mks)**
- b) Using relevant examples, explain any five selling techniques in sales management **(10mks)**

QUESTION THREE

- a) Using Vernon's product life cycle theory, discuss the marketing strategies that can be adopted at each stage **(10mks)**
- b) Explain the alternative concepts that organizations can adopt in organizing their marketing and selling activities. **(10mks)**

QUESTION FOUR

- a) The purpose of sales planning is to allocate company resources in such a manner as to achieve anticipated sales. As a sales manager, describe the crucial stages in sales planning process **(10mks)**
- b) In the recruitment of salespersons, the sales manager takes the role of a buyer rather than a seller. In view of this statement, explain the importance of motivating sales persons. **(10mks)**

