



OFFICE OF THE DEPUTY PRINCIPAL  
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

---

## UNIVERSITY EXAMINATIONS

### 2020 /2021 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

FOR THE DIPLOMA IN BUSINESS  
MANAGEMENT

COURSE CODE: DBM 12

COURSE TITLE: SALESMANSHIP

DATE: 8<sup>TH</sup> MARCH,2021

TIME:2PM- 5PM

---

### INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

## MAIN EXAM

DBM 12: SALESMANSHIP

STREAM: DIPLOMA

DURATION: 3 HOURS

## INSTRUCTIONS TO CANDIDATES

- Answer Question **ONE** and any other **THREE** questions
- Question **ONE** carries 25 marks
- Do not write on the question paper

## QUESTION ONE

(25 MARKS)

The board of sales manager Jacaranda Hotel in Nairobi has approached you as an expert in selling to facilitate a capacity building workshop in their sales department. They are concerned that all is not well with their sales team that seems to display contrasting styles to selling limiting a common approach.

- (a) The sales manager expresses concern that the recently hired sales members seem not to understand their role. State to the attendees any **four** roles a sales person plays.

(4 marks)

- (b) The days of a sales person carrying a briefcase of brochures and knocking on the doors to drum up interest in his/her own company's products are waning slowly. Describe to the attendees any **four** features of modern selling.

(8 marks)

- (c) One of the attendees invokes the common claim that "*sales people are born, not made*" while a few of them dispute this causing some confusion. Describe any **five** characteristics that a salesperson must possess to consistently succeed in making important sales.

(10 marks)

- (d) In your preliminary interactions you learn that some sales reps are dissatisfied by the way their sales manager conducts departmental affairs. Therefore you decide to talk to him after the training. State to the sales manager any **three** sales management blunders.

(3 marks)

## QUESTION TWO

(15 MARKS)

As an expert in sales management you are invited to facilitate a workshop in personal selling.

- (a) State to the attendees any **three** situations where personal selling in a company becomes more appropriate.

(3 marks)

- (b) Personal selling demands a command over certain requisites to success adopt and use it in selling. State any **six** essentials of personal selling to the attendees. **(6 marks)**
- (c) In today's marketing practice personal selling has increasingly become important and an indispensable techniques for selling especially in customer oriented companies. Explain to the attendees any **six** benefits of using personal selling. **(6 marks)**

**QUESTION THREE**

**(15 MARKS)**

“A public is any group that has actual or potential interest in or impact on an organization's ability to achieve its objectives”.

- (a) In light of this statement;
- (i) List any **two** publics an organization may be exposed to. **(2 marks)**
  - (ii) State any **three** features of the sales environment **(3 marks)**
- (b) Explain any five macro environmental factors that businesses have to always scan in their operation. **(10 marks)**

**QUESTION FOUR**

**(15 MARKS)**

Easy Chairs is a private limited company that manufactures furniture. The business has recently had financial problems as sales volumes have dwindled substantially. The management thinks that this has been caused largely by an economic recession and therefore important decisions needed to be made to solve this problem. The management is thinking about making some sales employees redundant as they believe they lack the capacity to sale in this kind of environment.

- (a) Assuming you are the sales manager and you are required to hire a new crop of sales personnel. Suggest any **three** selection tests that you think will be appropriate during the recruitment process. **(3 marks)**
- (b) As a sales manager the Easy Chair CEO advices that the new team must be recruited from external sources. State to the management any **four** external sources of recruitment that you may use. **(4 marks)**

- (c) The CEO further asks you to come up with appropriate compensation scheme for the sales team that will be recruited. Discuss any **four** external factors that may influence the choice of scheme you will adopt. **(8 marks)**

**QUESTION FIVE**

**(15 MARKS)**

Alupe Dairy (AD) is one of Alupe University College Investment Business Unit. It has managed to survive distressful economic changes in the domestic market. The Investment Business Unit management board is concern with the recent happenings in the dairy firm whose sales volumes are threatening the existence of the business. They approach you as a sales manager at AD to assist.

- (a) The board members claim they have done everything possible to create appropriate internal measures to enhance productivity and hence expect the sales department to deliver the rest. State to the board any four external factors that may affects sales. **(4 marks)**
- (b) Your own evaluation of the selling activities shows that the board has been against establishment of sales territories and considers them as less important. Explain to the board any three reasons why organizations establish sales territory. **(6 marks)**
- (c) You interact with the dairy firm sales manager and notice a problem with how sales territories have been created. State any **five** factors that need to be considered when determining size and shape of sales territories **(5 marks)**

\*\*\*\*\*