

DBM 12



FILE



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COLLEGE**

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**ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS**

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# **UNIVERSITY EXAMINATIONS**

## **2018 /2019 ACADEMIC YEAR**

**SECOND YEAR FIRST SEMESTER REGULAR EXAMINATION**

**FOR THE DIPLOMA IN BUSINESS**

**MANAGEMENT**

**COURSE CODE: DBM 012**

**COURSE TITLE: SALESMANSHIP**

**DATE: 11/12/2018**

**TIME: 9.00AM-12.00 PM**

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### **INSTRUCTION TO CANDIDATES**

- **SEE INSIDE**

**THIS PAPER CONSISTS OF 5 PRINTED PAGES**

**PLEASE TURN OVER**

**DBM 12: SALESMANSHIP**

**STREAM: DIPLOMA IN BUSINESS MANAGEMENT**

**DURATION: 3 Hours**

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**INSTRUCTIONS TO CANDIDATES**

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

**SECTION A**

**QUESTION ONE**

One major factor affecting buyer seller dyads is the impression brought on from childhood and held by potential buyers that selling involves tricking the customer into buying the product. This too affects the interaction process as sales people are stereotyped even before their pitch. In light of this;

- (a) (i) Differentiate between transactional selling and relationship selling **(4 marks)**
- (b) It is argued that a large percentage of sales people virtually have no chance of succeeding until they consistently generate sales leads.
  - (i) In line with the above statement, define a sales lead and identify any **three** sources of leads. **(4 marks)**
  - (ii) Sales leads must be qualified by sales managers. Give any four reasons why sales managers may drop a lead in the qualification process. **(4 marks)**
- (c) The heart of selling process is the meeting that takes place between a prospect and salesperson. The meeting is not just about the seller discussing the product, rather much more takes place during this part of the selling process. State any **three** other benefits of such meeting to the sales person. **(3 marks)**
- (d) Describe the AIDAS theory of selling clearly stating activities the sales team needs to be engaged in to successfully meet their selling objectives. **(10 marks)**



## QUESTION TWO

The sales environment is a marketing term that refers to all of the actors and forces outside sales that affect sales management's ability to build and maintain successful relationships with target customers.

- (a) In light of this statement;
- (i) State any **four** features of the sales environment. **(4 marks)**
  - (ii) Describe how suppliers and marketing intermediaries may affect how a business undertakes its selling operations. **(3 marks)**
- (b) Explain any **four** macro environmental factors that sales people have to always scan in their operation. **(8 marks)**

## QUESTION THREE

You are invited to a sales managers' forum as an expert in sales management.

- (a) In the process of interaction you realize that some of them have never seen the need to motivate their sales force. Define sales force motivation and state any **three** objectives of motivating sales people to the sales managers attending the forum. **(4 marks)**
- (b) Describe any **four** ways a sales manager can motivate the sales team to the attendees. **(8 marks)**
- (c) State any **three** roles sales managers play in motivating sales force. **(3 marks)**

## QUESTION FOUR

Sales forecast is a self-assessment tool for a company and needs to be undertaken before designing sales territory. Also, the basic premise underlying the workload approach is that all sales personnel should shoulder an equal amount of work. In line with this assumption;

- (a) (i) List any **two** features of sales forecasting. **(2 marks)**
- (ii) Identify any **three** information that may be needed in sales forecasting. **(3 marks)**



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- (b) When deciding on the size and shape of sales territory sales managers take into consideration a range of factors. State any **four** factors that may be considered. **(4 marks)**
- (c) Identify and explain **six** steps used in establishing the total number of sales people required when designing sales territory. **(6 marks)**

**QUESTION FIVE**

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

- (a) Describe 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. Discuss 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)**

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