



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

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**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING  
MANAGEMENT**

PART 2 FIRST SEMESTER EXAMINATION

**SALES AND PROMOTION MANAGEMENT [BMA 2103]**

OCTOBER 2023

DURATION: 3 HOURS

**INSTRUCTIONS**

1. Answer any **Four** QUESTIONS
2. Begin each question on a new page.
3. Please indicate the study format (Conventional/Block) on the cover of your answer script.

**INFORMATION**

1. Marks per question are as indicated.
2. Questions may be attempted in any order.
3. This paper consists of two printed pages including the cover page

### **QUESTION 1**

Using a local organisation of your choice, discuss the importance of Key Account Management. [25 MARKS]

### **QUESTION 2**

- a. Explain any five consumer sales promotion techniques. [10 MARKS]
- b. Discuss any five dimensions that can be used to qualify sales prospects [15 MARKS]

### **QUESTION 3**

Write short notes on:

- Sales territory management [5 MARKS]
- Sales force composite [5 MARKS]
- Order takers [5 MARKS]
- Holistic marketing philosophy [5 MARKS]
- Straight commission plan [5 MARKS]

### **QUESTION 4**

Show how an organisation of your choice might use Herzberg's motivation hygiene theory to motivate its sales force. [25 MARKS]

### **QUESTION 5**

- a. Explain the key determinants of organisational buying behaviour. [10 MARKS]
- b. Using examples, discuss the industrial buying decision making process. [15 MARKS]

### **QUESTION 6**

Discuss the main factors which can influence the way consumers perceive products and services available in the marketplace [25 MARKS]

**END OF EXAMINATION PAPER**