FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

FINAL EXAMINATION

SALES MANAGEMENT [BMA 2103]

APRIL 2024

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 sales force recruitment sources. [10 MARKS]
b. Critically analyse the sales force recruitment process.
[15 MARKS**]**

QUESTION 3

Write short notes on: job analysis [5 MARKS]

Sales force composite [5 MARKS]

Order getters [5 MARKS]

Relationship marketing philosophy [5 MARKS]

Jury of executive opinion [5 MARKS]

QUESTION 4
With reference to real life examples, discuss the importance of motivating 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
Using relevant example, describe the stages involved in the selling process.
[25 MARKS]

END OF EXAMINATION PAPER