



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

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**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

PART 2 FIRST SEMESTER EXAMINATION

**SALES MANAGEMENT [BMA 2103]**

SEPTEMBER 2024

DURATION: 3 HOURS

**INSTRUCTIONS**

1. Answer any **Four** QUESTIONS
2. Begin each question on a new page.

**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 the selling function.

[25 MARKS]

### **QUESTION 2**

- a. Explain any five sales force recruitment sources.
- b. Critically analyse the sales force recruitment process.

[10 MARKS]

[15 MARKS]

### **QUESTION 3**

Write short notes on:

- a. Job analysis
- b. Sales force composite
- c. Order getters
- d. Relationship marketing philosophy
- e. Jury of executive opinion

[5 MARKS]

[5 MARKS]

[5 MARKS]

[5 MARKS]

[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.
- b. Using examples, discuss the consumer buying decision making process.

[10 MARKS]

[15 MARKS]

### **QUESTION 6**

Using relevant example, discuss how Herzberg's two factor theory can be used to motivate sales force.

[25 MARKS]

**END OF EXAMINATION PAPER**