



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 [BMA2103]**

DECEMBER 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 relevant Zimbabwean examples critically analyse any four sales forecasting techniques. [25 MARKS]

### **QUESTION 2**

- a. Explain any five roles of a sales manager. [10 MARKS]
- b. Using examples, explain the characteristics of modern selling. [15 MARKS]

### **QUESTION 3**

Explain the following marketing concepts highlighting key characteristics and features:

- a. Product concept [5 MARKS]
- b. Production concept [5 MARKS]
- c. Societal marketing concept [5 MARKS]
- d. Selling concept [5 MARKS]
- e. Relationship marketing concept [5 MARKS]

### **QUESTION 4**

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

### **QUESTION 5**

- a. Explain the importance of motivating sales force. [10 MARKS]
- b. Discuss the five steps involved in the model of the motivation process. [15 MARKS]

### **QUESTION 6**

Discuss how an organisation of your choice can use Maslow's hierarchy of needs theory to motivate sales force. [25 MARKS]

**END OF EXAMINATION PAPER**