

JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE & TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

UNIVERSITY EXAMINATION FOR THE DEGREE IN B

(BBA) 3RD YEAR 1st SEMESTER 2013/2014 ACADEMIC YEAR

MAIN CAMPUS

ABA 308: SALES AND SALES MANAGEMENT

INSTRUCTIONS:

- 1. The paper contains FIVE questions**
- 2. Answer question one (compulsory) and any TWO questions**
- 3. Do not write on the question paper**
- 4. You must hand in your answer booklet(s) to the invigilator while in the examination room**

QUESTION ONE:

- a) Salespeople are the main part players of salesmanship. Discuss the main factors used in selecting an effective salesperson (10 Marks)
- b) Using relevant examples, explain the procedures for training salespeople? (10 Marks)
- c) Explain the methods used for sales force compensation. (10 marks)

QUESTION TWO

- a) Using relevant examples, discuss the following sales forecasting techniques as applied in salesmanship.

Quantitative methods

Qualitative methods(10marks)

- b) What are the functions of a sales budget? (10 Marks)

QUESTION THREE

- a) Discuss the following theories, citing their limitations (10 marks)

Maslows Hierarchy of needs

Vrooms expectancy theory

- b) Discuss the different types of sales force organization structures used in the sales department. (10 Marks)

QUESTION FOUR

- a) Outline the factors that are considered in designing sales territories. (12 Marks)
- b) What are the objectives of sales force motivation? (8 marks)

QUESTION FIVE

- a) What are the advantages of using sales quotas to control sales people ? (10 Marks)
- b) Discuss the different types of sales quotas. (10 Marks)

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COURSE OUTLINE

ABA 308: SALES MANAGEMENT

TOPIC 1: PERSONAL SELLING AND SALESMANSHIP

- Definition of Personal Selling and Salesmanship
- Evolution of Selling
- Steps in the selling process
- Roles, activities done in personal selling

TOPIC 2: PERSONAL SELLING OBJECTIVES

- Personal Selling Objectives and Strategies

TOPIC 3: SALESFORCE ORGANIZATION

- Meaning of sales organization
- Objectives of Sales department organization
- Types of sales Department Organization

TOPIC 4: RECRUITMENT AND SELECTION OF SALESPEOPLE

- Meaning of Recruitment
- Meaning of Selection
- Objectives of recruitment
- Procedure of recruitment
- Internal and external sources of recruitment

TOPIC 5: TRAINING AND DEVELOPMENT

- Meaning of Salesforce Training
- Components of a training Program
- Procedures for training Salespeople
- Training needs analysis

TOPIC 6: MOTIVATION OF SALESPEOPLE

- Meaning of Salesforce Motivation
- Objectives of Salesforce Motivation
- Theories of Motivation and their Application

TOPIC 7: SALES EFFORT CONTROL

- Objectives of Sales Control
- Meaning of Sales Control
- Types of Control; The sales budget, quotas, sales territories, sales cost analysis e.t.c

References

Rue, Leslie W and Bryas, Lloyd. (1992) Management: Skills and application- 6th Edition, Irvin pp. 354-372.

Hunt, James G ; Osborn, Richard N and Schermeton, John R. (1992) managing Organizational Behaviour- 4th Edition; John Wiley and Sons, Inc New York, pp. 133-182

Van Fleet, Davidn(1988) Contemporary Management, Houghton Mifflin Company, Boston, USA, pp. 383-410