

Name: _____ Index No. _____

2902/201
SALES MANAGEMENT
 November 2015
 Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SALES AND MARKETING

SALES MANAGEMENT

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of examination in the spaces provided above.

*This paper consists of **SEVEN** questions.*

*Answer any **FIVE** questions in the spaces provided in this question paper.*

All questions carry equal marks.

Candidates should answer the questions in English.

For Examiner's Use Only

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

This paper consists of 16 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

1. (a) Suleiman, a graduate from a local university has been invited by a certain firm for a sales job interview. Describe the preparations that he should make before attending the interview. (10 marks)
- (b) Explain the circumstances under which a firm could use the straight salary method to remunerate the sales force. (10 marks)
2. (a) One of the methods that a firm could use to forecast its sales is the Market Test Method. Explain the disadvantages of using such a method. (8 marks)
- (b) One of the responsibilities of a sales manager in an organisation is to ensure the development of accurate sales reports. Explain the usefulness of such reports. (12 marks)
3. (a) The sales manager of Wote Company Limited intends to establish a sales budget to direct the activities of the sales department. Explain the factors that the manager should take into account when establishing the budget. (10 marks)
- (b) A sales manager is required to exercise effective supervision of the sales force at all times. Explain **five** ways in which the manager may exercise such supervision. (10 marks)
4. (a) Explain the factors that a sales manager should consider in choosing a sales forecasting method to use. (10 marks)
- (b) The sales manager of Tam-Tam Company Limited intends to set performance standards for the sales force. Describe the procedure he should follow in setting the standards. (10 marks)
5. (a) One of the stages in the selection process for sales people is the physical examination. Explain the importance of such examinations. (10 marks)
- (b) The sales manager of a newly established firm has decided to organize the sales force on product category basis. Explain the disadvantages of using this approach. (10 marks)
6. (a) The sales manager of ABC Company Limited intends to set sales targets for the sales people on the basis of past sales. Explain the advantages of setting targets on this basis. (10 marks)
- (b) One of the methods that a sales manager could use to determine the appropriate size of the sales force is the break-down method. Explain the shortcomings of using such a method. (10 marks)

