

2902/201
SALES MANAGEMENT
July 2017
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SALES AND MARKETING

MODULE II

SALES MANAGEMENT

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of SEVEN questions.

Answer any FIVE questions in the answer booklet provided.

All the questions carry equal marks.

Candidates should answer the questions in English.

This paper consists of 2 printed pages.

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

1. (a) Explain **five** roles of sales management in an organization. (10 marks)
- (b) Kabesh recently got a job as a sales manager of Monjo Ltd. Explain **five** duties that he will be expected to perform. (10 marks)
setting sales forecasting
2. (a) Organizations undertake sales forecasting for a number of reasons. Outline **five** such reasons. (10 marks)
reducing budget
- (b) Kanza Ltd. fills the positions of middle level managers internally. Explain **five** benefits of such sourcing for manpower. (10 marks)
3. (a) Zabedi Company Ltd. intends to source for sales people from external sources. Explain **five** external sources that the organization could turn to. (10 marks)
- (b) The sales manager of Monik Ltd. periodically undertakes training of the organization's sales people. Explain **five** reasons for such training. (10 marks)
4. (a) Konga Ltd. remunerates its sales people on straight commission. Explain **five** benefits of this form of remuneration. (10 marks)
- (b) Kajo Ltd. organizes its sales people on geographical basis. Explain **five** benefits of adopting such an organizational structure. (10 marks)
*= improves sales people confident
motivation*
5. (a) *Sales volume* There are certain considerations that should guide the sales manager in setting sales quotas. Outline **five** such considerations. (10 marks)
To provide opportunities To gain new accounts To evaluate performance of sales pro To control the sales people activities
= Cost control To control the sales people activities
- (b) The sales manager of Hamza Ltd. is in the process of determining the size of sales territories. Explain **five** factors that he could consider in the determination of the territory size. (10 marks)
*part sales
Total market estimation*
6. (a) Many organizations find it necessary to evaluate sales people. Explain **five** reasons for such evaluation. (10 marks)
- (b) Successful sales managers possess certain personal characteristics. Outline **five** such characteristics. (10 marks)
7. (a) Highlight the importance of sales budget to an organization. (10 marks)
- (b) Explain **five** benefits of strategic sales planning in an organization. (10 marks)

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