

2902/201  
SALES MANAGEMENT  
November 2022  
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 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.**

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**Turn over**

1. (a) Explain five factors that may determine the training needs of salespeople. (10 marks)
- (b) Tona Limited has adopted key account salesforce structure to organise its sales personnel. Outline five advantages of adopting this type of a structure. (10 marks)
2. (a) Explain five measures that a firm may take to ensure successful implementation of its sales strategies. (10 marks)
- (b) Outline five challenges that a marketing firm may face due to high turnover of its salesforce. (10 marks)
3. (a) Describe five non-financial rewards that a marketing firm may use to motivate its salesforce. (10 marks)
- (b) Outline five responsibilities of a sales and marketing manager. (10 marks)
4. (a) Outline the steps that may be followed when calculating the number of salespeople needed in an organization. (12 marks)
- (b) Explain four reasons why a marketing firm should control its salesforce. (8 marks)
5. (a) Outline five reasons why a firm should appraise its salesforce regularly. (10 marks)
- (b) Wonder limited has realised that it has recruited unsuitable salespeople. Explain five ways in which this may affect the firm's operations negatively. (10 marks)
6. (a) Describe six sources of information that may be used to evaluate salesforce performance. (12 marks)
- (b) Describe four uses of sales forecasting in a marketing firm. (8 marks)
7. (a) Explain five benefits that may accrue to a firm when its sales and marketing departments work closely together. (10 marks)
- (b) Explain five reasons why sales targets are important to a firm's salesforce. (10 marks)

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