

1. (a) A sales manager is usually expected to implement the sales program for a firm. Explain **six** factors in the internal organizational environment that may hinder the effective implementation of the program. (12 marks)
- (b) The sales manager of Kokote Company Ltd is scheduled to carry out performance appraisal for the salespersons. Highlight **four** work-related issues that could be evaluated in the exercise. (8 marks)
2. (a) Pepeta Company Ltd has assigned each individual salesperson to a specific product category. Explain **five** benefits of using this approach. (10 marks)
- (b) One of the methods used in sales forecasting is the statistical demand analysis. Explain **five** advantages of the method. (10 marks)
3. (a) One of the methods that a sales manager could use to determine the size of the salesforce is the work breakdown method. Explain **five** problems that may be associated with using this method. (10 marks)
- (b) One of the functions of the sales manager is to provide the salesforce with appropriate resources. Describe **five** types of resources that he should provide to a travelling salesperson. (10 marks)
4. (a) The sales manager of Watano Company Ltd is in the process of establishing sales targets for the salespeople. Explain **five** factors that the manager should take into account when establishing the targets. (10 marks)
- (b) Explain **five** measures that a sales manager should take in order to create credibility in a sales training program. (10 marks)
5. (a) The sales manager of Uwezo Company intends to recruit candidates to fill a vacant sales job. Describe **five** selection tools that the manager could use to determine the best candidates for the job. (10 marks)
- (b) The sales manager of Mwebeni Company Limited has decided to use commissions to motivate the salesforce. Outline **five** limitations of using the method. (10 marks)
6. (a) Explain **four** reasons that would make it necessary for a sales manager to undertake performance appraisal of the salesforce. (8 marks)
- (b) The sales manager of Nandu Company Ltd, a newly established firm, is in the process of developing the job description of a sales job. Describe **six** contents of such a job description. (12 marks)

