

Name _____ Index No. _____ / _____

2902/201
 SALES MANAGEMENT
 July 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.

Do NOT remove any pages from this question paper.

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) The sales manager of XYZ company has been mandated to recruit additional staff to fill vacant sales jobs. Explain the factors that may limit the effectiveness of the exercise. (10 marks)
- (b) Explain the ways in which a sales forecast may be useful to a sales manager. (10 marks)
2. (a) A sales manager is expected to provide leadership to the salesforce. Explain the ways in which such a manager may provide such leadership. (10 marks)
- (b) One of the methods that a sales manager could use to determine the size of the salesforce is the work load approach. Describe the steps that are followed in this method. (10 marks)
3. (a) One of the functions of a sales manager is to control the performance of the salesforce. Describe the steps that the manager should go through in carrying out this function. (10 marks)
- (b) The sales manager of Swazi Company Ltd is in the process of re-assigning territories to its salespersons. Explain the reasons that may have led to this move. (10 marks)
4. (a) Explain the benefits that a firm may derive from establishing an appropriate motivation program for the salesforce. (10 marks)
- (b) The sales manager of Nyati Company Ltd is in the process of designing sales territories. Explain the factors that the manager should take into account when undertaking the exercise. (10 marks)
5. (a) A certain firm has decided to use the Jury of Executive Opinion method of forecasting its sales. Explain the disadvantages of using the method. (10 marks)
- (b) The sales manager of Nyote company Ltd has decided to recruit salespersons from among its current employees in other departments. Explain the advantages of using this source for the recruitment. (10 marks)
6. (a) The sales manager of Wote Company Ltd has set relatively high sales targets for the salespeople. Explain the problems that may be associated with such sales targets. (10 marks)
- (b) Most organizations regularly develop their sales budgets. Explain the benefits that may accrue to a firm from this practice. (10 marks)
7. (a) One of the methods that may be used to train salespeople is classroom training. Explain the advantages of using this training method. (10 marks)
- (b) Explain the factors that a firm should consider when choosing a sales forecasting method to use. (10 marks)