



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE
BACHELOR OF COMMERCE HONOURS DEGREE IN
MARKETING

SALES MANAGEMENT

HMKT 203

PART 2 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

DATE: JUNE 2024

Time: 3 Hours

INSTRUCTIONS

- 1 This paper has *six (6)* questions
 - 2 Answer Question One (*1*) and any other *three (3)*
 - 3 Each question carries *25 marks*
 - 4 Start each question on a new page
-

1. Sales contests do not provide any incremental benefit to commission only compensation. Assess this view. (25)
2. Examine in detail any 5 methods of forecasting. (25)
3. Discuss the strengths and weaknesses of any 3 quantitative forecasting techniques. (25)
4. Examine any specific compensation plans that organizations might use to solve the following problems:
 - (a) Sales people are not taking time to develop new accounts (12)
 - (b) Sales people are emphasizing easy to sell parts of multiple product lines and ignoring more profitable lines. (13)
5. (a) Explain why it is important to forecast sales. (12)
(b) Discuss the effects of making too low or too high forecasts on different functional areas of the firm. (13)
6. Closing can occur at any time in the sales process. Discuss citing relevant examples. (25)

END OF PAPER