



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: DECEMBER 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
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1. Discuss how the following factors affect the choice of structure for managing the sales force:
 - a. size of the company (8)
 - b. nature of the products (8)
 - c. nature and density of the market (9)

2. Discuss the advantages and disadvantages of using an inside sales force versus outsourcing the sales role. (25)

3. Examine the advantages and disadvantages of paying the sales force on salary only basis. (25)

4. a. Explain the factors that influence the sales territory designs. (12)
b. Explain why sales people participate in the setting of quotas for their sale territories. (13)

5. Discuss the following closing techniques as applied in Sales Management:
 - a. The assumptive close (6)
 - b. The direct approach technique (6)
 - c. The physical action technique (6)
 - d. The standing room only technique (7)

6. Discuss the concept of Key Account Management as applied in Sales Management. (25)

END OF PAPER