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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 8th April, 2019

Time: 11.00am – 1.00pm

KBA 321 - SALES MARKETING

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Briefly explain four benefits of sales management. (8 Marks)
- b) Examine four elements of sales management (8 Marks)
- c) Identify four needs and importance of organization of selling unit. (8 Marks)
- d) Highlight six objectives of personal selling. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Briefly explain five functions of sales organization. (10 Marks)
- b) Discuss five factors that makes a special mark on sales force motivation. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss Maslow's need theory and its implications on sales managers. (10 Marks)
- b) Evaluate five performance standards for sales personnel. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Briefly explain five purposes of sales quota. (10 Marks)
- b) Discuss five characteristics of a good quota system. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Assess five reasons for establishing sales territories. (10 Marks)
- b) Using a table, discuss territory management problems and remedies. (10 Marks)