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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2020/2021 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF EDUCATION
(ARTS)**

Date: 5th December, 2020
Time: 8.30am – 10.30am

KBA 2100 – SALES AND MARKETING MANAGEMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Discuss the benefits of selling activities. (6 Marks)
- b) Explain the importance of personal selling. (5 Marks)
- c) Evaluate the characteristics of modern selling. (6 Marks)
- d) Discuss the objectives of sales management. (5 Marks)
- e) i) Define a sales territory indicating what they may represent. (4 Marks)
- ii) A request for quote is a standard business process that an organization will use when they want to buy a specific product or service. Discuss the advantages of using quotations as a part of a buying process. (4 Marks)

QUESTION TWO (20 MARKS)

- a) Explain how Sales Management becomes an integral part of Marketing Management and why it occupies an important role in success of an organization. (10 Marks)
- b) Discuss the various sales forecasting methods. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Define the following;
- i) Consumer satisfaction V/s Consumer Delight. (4 Marks)
 - ii) Niche Marketing. (3 Marks)
 - iii) Buyer decision making process. (3 Marks)
- b) 'Companies give more importance for training of Sales Force'. Elaborate on the statement. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) 'Compensating Sales Persons is different from employees of other departments in the organization'. Explain the reasons as per statement and also write various methods of Compensation. (10 Marks)
- b) Discuss various "Macro-Environmental" factors to be considered while analyzing marketing environment. (10 Marks)

QUESTION FIVE (20 MARKS)

Dr. Reddy's Laboratories Ltd., is a famous pharmaceutical company in India, with a large trained sales force. They wish to start a similar distribution business in Kenya; they have decided to focus on their distribution channels.

- a) Explain the criteria of channel performance they should look for. (10 Marks)
- b) Describe the distribution strategies that they should design to capture a larger market share. (10 Marks)