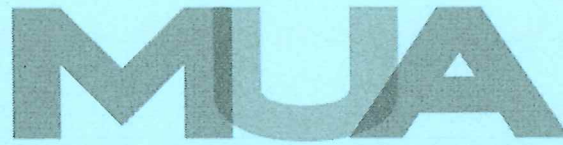


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND
LEADERSHIP/BACHELOR OF COMMERCE

MKT 313: SALES MANAGEMENT

DATE: 16TH DECEMBER 2024

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the case given below and answer the questions at the end of the case:

The Texco Company

Texco Company was formed in 1996 as a result of the merger of two Swiss chemical/pharmaceutical companies. This merger made Texco, with its headquarters in Switzerland, one of the biggest pharmaceutical companies in the world. The company's product line consisted of branded pharmaceuticals, generics, animal health products as well as consumer health products, including eye-care and baby care. When it started, the company focused its efforts to the sales function. The main issue here is not how and what to produce but, having products, and how to ensure that these products are sold; the underlying philosophy towards customers.

They hired a robust sales and marketing team and spread them across the country in territories. This brought a lot of services at the customer's doors. Most customers were happy since those customers who are seeking to purchase the type of product from the company now had a wide range all brought at their shops. This situation is exacerbated when, in addition to sufficient capacity on the supply side, demand was depressed. They adopted the renowned hard-sell techniques of the 1930s, and it was in this period that many 'hard sell' techniques developed. Many of these were dubious, even dishonest, and much of the tainted image accompanying selling derives from their use. When the companies merged the management felt that it was time to re-look at the orienting the organization to be able to compete in the selling environment today.

Required:

- a) Evaluate the nature of the marketing philosophy at Texco before the mergers and explain any five responsibilities of sales people in its implementation. (11 Marks)
- b) Discuss how the company is modernizing its selling efforts to address today's customer needs (6 Marks)
- c) Assess any four ways in which product knowledge can assist sales people at Texco to improve customer retention (8 Marks)

QUESTION TWO

- a) With the use of examples examine how any four critical factors can be considered when setting sales objectives. (8 Marks)
- b) Discuss the various characteristics of industrial/commercial and public markets that differentiates them from consumer market selling (7 Marks)

QUESTION THREE

- a) Outline the roles played by Sales people at every stage of the consumer buying process. (7 Marks)
- b) The fact that national economic prosperity depends on selling overseas is not without relevance to individual companies. Evaluate a number of more pressing reasons why companies benefit from selling overseas. (8 Marks)

QUESTION FOUR

- a) Examine key activities in each of the steps involved in typical sales call to an outlet (12 Marks)
- b) Highlight how digital revolution has affected selling. (3 Marks)

QUESTION FIVE

- a) Discuss several ways to successfully conducting sales promotions at the trade level (7 Marks)
- b) Analyze with examples how qualitative measures are applied in evaluating sales team performance. (8 Marks)

QUESTION SIX

- a) With growing experience in key accounts selling, the range of criteria used to select key accounts has also grown. Evaluate any seven of these criteria based on the strategic or long-term importance to the customers (7 Marks)
- b) Highlight the key benefits of Relationship Selling based on your own experience (8 Marks)

