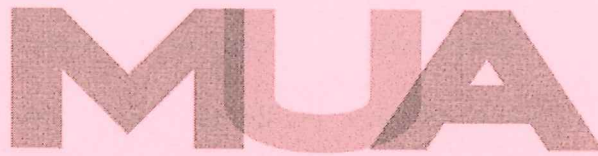


The
Management
University
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND

LEADERSHIP/BACHELOR OF COMMERCE

MKT 313: SALES MANAGEMENT

DATE: 24TH MARCH 2025

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 Study below carefully and answer the questions that follow:

Amidst escalating market challenges, a renowned consumer electronics firm embarked on a transformative Sales Management initiative. Through a meticulous assessment of internal inefficiencies and external pressures, the organization identified key areas for improvement. The ensuing strategic initiatives, supported by modern technologies and data-driven insights, aimed to enhance sales performance and achieve sustainable growth. This analysis served as a crucial learning tool for similar organizations navigating comparable challenges.

The assessment revealed several critical issues within the existing sales practices. The sales team structure was fragmented, with unclear roles and responsibilities leading to inefficiencies and overlapping efforts. This lack of clarity resulted in missed opportunities and inconsistent customer experiences. According to a McKinsey report, companies with clearly defined sales roles see a 10-20% increase in sales productivity. The organization's sales team needed a more streamlined and well-defined structure to improve accountability and performance. The company's outdated CRM system hindered the sales team's ability to track customer interactions, manage leads, and forecast sales accurately. This inefficiency led to a disjointed approach to customer relationship management, impacting sales growth.

The sales processes themselves were also found to be outdated and inefficient. The organization relied heavily on manual processes, which were time-consuming and prone to errors. This reliance on outdated methods limited the sales team's ability to respond quickly to market changes and customer needs. Furthermore, the assessment highlighted a lack of cohesive sales strategy. The sales team operated without a unified approach, leading to inconsistent messaging and misaligned objectives. This lack of strategic direction hindered the company's ability to compete effectively in the market. Another key finding was the inadequate training and development programs for the sales team. The existing training programs were sporadic and did not address the evolving needs of the market. This gap in continuous learning resulted in a sales team that was not fully equipped to handle modern sales challenges.

Required:

- a) Advise the company's management on the benefits of using sales management systems (6 Marks)
- b) Evaluate how the company's sales department can use e-commerce to interact with their B2B customers (10 Marks)
- c) Examine the requirements for a good career sales person that the company should hire in order to manage the issues raised in the analysis. (4 Marks)
- d) Discuss how the company sales team can make cold-calling a more effective experience with the customers (5 Marks)

QUESTION TWO

- a) In every selling process there must be logistics involved. Discuss any five elements in the sales logistics mix (10 Marks)
- b) Evaluate how the sales person adopts to the different types of production. (5 Marks)

QUESTION THREE

- a) With examples, evaluate the more pressing reasons why companies benefit from selling overseas (6 Marks)
- b) Examine the main types of consumer markets to be considered in sales planning (6 Marks)
- c) Discuss the key role of the sales function in the planning process of the company (3 Marks)

QUESTION FOUR

- a) Evaluate the several sources that can be used to identify prospects and thereby generate leads. (7 Marks)
- b) Evaluate main factors which determine the balance of power during negotiations between the seller and the buyer. (8 Marks)

QUESTION FIVE

- a) Explain the role of a bill of lading in international selling and highlight the details covered in the document **(7 Marks)**
- b) Discuss the advantages and dangers of using key account management to Customers **(8 Marks)**

QUESTION SIX

- a) In order to achieve their level of success in sales promotion campaigns, companies need to produce an effective creative brief. Evaluate the contents of a creative brief. **(6 Marks)**
- b) Elaborate the nine steps involved in a sales call. **(9 Marks)**