



FINAL EXAMINATION
MARCH 2024

COURSE TITLE	PERSONAL SELLING AND SALES MANAGEMENT
COURSE CODE	RMKT3213
DATE/DAY	29 JUNE 2024 / SATURDAY
TIME/DURATION	05:00 PM - 07:00 PM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 6 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

This question paper consists of TWO (2) sections. Answer ALL questions in the answer booklet provided. [60 MARKS]

SECTION A

(20 Marks)

There are TWENTY (20) questions in this part. Answer ALL questions in the answer booklet provided.

1. How can socio-cultural factors be applied within the marketing system?
 - A. Implementing government regulations on advertising.
 - B. Incorporating local customs into promotional campaigns.
 - C. Analysing GDP growth rates to forecast market demand.
 - D. Evaluating the impact of technological advancements on consumer behaviour.

2. The _____ aspect of the marketing program involves the physical product or service offered to the market.
 - A. product
 - B. price
 - C. promotion
 - D. place

3. In which stage of marketing management evolution is there a strong emphasis on persuading customers to buy existing products rather than focusing on their needs?
 - A. Production orientation.
 - B. Sales orientation.
 - C. Marketing orientation.
 - D. Relationship orientation.

4. How does the trend of Internet Selling impact sales management?
 - A. It reduces the need for relationship building.
 - B. It limits the reach of potential customers.
 - C. It provides opportunities for global market expansion.
 - D. It increases reliance on traditional sales channels.

5. Why does each firm have its unique sales organization structure?
 - A. Due to government regulations.
 - B. Because of market saturation.
 - C. To imitate competitors' strategies.
 - D. To address its specific objectives and challenges.

6. What is the purpose of establishing a chain of command in the organization of the sales force?
 - A. To promote equality among sales representatives.
 - B. To establish clear lines of authority and communication.
 - C. To encourage competition among sales teams.
 - D. To minimize specialization within the sales department.

7. Which sales organizational structure divides sales teams based on specific geographic regions or territories?
 - A. Divisional/Product Sales Organization.
 - B. Line and Staff Structure.
 - C. Regional/Geographic Sales Organization.
 - D. Line structure.

8. According to the trend, why are many firms moving toward decentralization in their sales force organization?
 - A. Due to increased centralization benefits.
 - B. To simplify cross-functional coordination.
 - C. Because of diverse customers & competition.
 - D. To streamline working with multiple departments.

9. How does the high cost of salespeople reinforce the importance of selection?
 - A. By suggesting that salespeople are not essential to the sales process.
 - B. By indicating that training and motivation are not crucial for success.
 - C. By highlighting the affordability of hiring additional sales staff.
 - D. By emphasizing the need to minimize expenses through effective selection.

10. In a job description, what factor typically specifies the specific tasks and obligations associated with the role?
 - A. Duties and responsibilities.
 - B. Technical requirements.
 - C. Degree of autonomy.
 - D. To whom they will report.

11. Which source of recruitment typically involves using external organizations to find potential candidates?
 - A. Competitors.
 - B. Recruitment agencies.
 - C. Unemployed.
 - D. Other industries.

12. Which factor in the hiring and selection of salespeople is influenced by the characteristics and dynamics of the target market?
- A. Nature of the product.
 - B. Nature of the market.
 - C. Availability of recruiting sources.
 - D. Policy on promoting from within.
13. Leadership requires a significant level of _____ to inspire trust and respect among team members.
- A. creativity
 - B. maturity
 - C. self-confidence
 - D. creativity
14. Which skill is crucial for leaders to effectively address challenges and obstacles that arise within their teams or organizations?
- A. Interpersonal skills.
 - B. Persuasive skills.
 - C. Communication skills.
 - D. Problem-solving skills.
15. What tool or technique of leadership provides data and insights into sales performance, market trends, and customer behaviour?
- A. Sales reports.
 - B. Meetings.
 - C. Indirect supervisory aids.
 - D. Printed aids.
16. Which problem encountered in leadership involves employees not meeting expected standards of work?
- A. Substance abuse.
 - B. Unethical behaviour.
 - C. Poor performance.
 - D. Expense accounts.

17. Which concept of performance evaluation primarily focuses on guiding employees towards achieving organizational goals?
- A. Importance of performance evaluation.
 - B. Concept of evaluation and development.
 - C. Concept of evaluation and direction.
 - D. Difficulties involved in evaluating performance.
18. What is the purpose of establishing basic policies in a performance evaluation program?
- A. To set ground rules for the evaluation process.
 - B. To identify specific goals for the upcoming period.
 - C. To sign a performance agreement with the salesperson.
 - D. To involve peers, subordinates, and clients in the evaluation process.
19. Which type of measures in selecting bases for evaluation focuses on the results or outcomes achieved by the salesperson?
- A. Input measures.
 - B. Output measures.
 - C. Ratio measures.
 - D. The problem of data comparability.
20. What quantitative data measure assesses the frequency and effectiveness of a salesperson's customer interactions?
- A. Sales volume and market share.
 - B. Number and size of orders.
 - C. Direct-selling expenses.
 - D. Routing efficiency.

SECTION B

(40 Marks)

There are FOUR (4) questions in this part. Answer ALL questions in the answer booklet.

1. A marketing system is a predictable routine used by marketers to streamline their daily work by creating a set of repeatable steps for tasks or activities that operate within a framework of forces in its environment. Describe **FIVE (5)** types of external environment. (10 marks)

2. The organisational structure is a framework that organizes roles, responsibilities, authority relationships, and communication channels within a company, providing a clear understanding of job functions and interactions. Explain **FIVE (5)** types of sales organizational structure. (10 marks)

3. Sales managers should produce an accurate job description due to their experience as a salesperson and on the road with salespeople. Explain **FIVE (5)** components that a well-structured job description should cover. (10 marks)

4. Effective leadership in a sales organization is crucial for driving success and achieving revenue targets. Identify **FIVE (5)** positive outcomes of effective leadership in sales organization. (10 marks)

***** END OF QUESTION PAPER *****