



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **ONE** **SECOND** SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBM 12

COURSE TITLE: SALESMANSHIP

EXAMINATION DURATION: 3 HOURS

DATE: 11/04/18

TIME: 2.00-5.00 PM

INSTRUCTION TO CANDIDATES

- The examination has SIX (6) questions
- Question ONE (1) is COMPULSORY
- Choose any other THREE (3) questions from the remaining FIVE (5) questions
- Use sketch diagrams to illustrate your answer whenever necessary
- Do not carry mobile phones or any other written materials in examination room
- Do not write on this paper

This paper consists of THREE (3) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) For a business to own quality salesperson, it should offer some training to individuals. Highlight three of them [3 marks]
- (b) Briefly discuss the following terms.
- i. Customer data base [2 marks]
 - ii. order gatter [2 marks]
- (c) State four sales approaches organization employ to reach their clients [4 marks]
- (d) Identify the main compensation plans for motivation of sales representatives [3 marks]
- (e) Name three benefits of direct marketing to business. [3 marks]
- (f) List any four character traits of an effective sales personnel [4 marks]
- (g) What are the merits of using direct mail marketing in business [4 marks]
- (h) Highlight the four main tasks of salespeople [4 marks]

QUESTION TWO

- (a) Direct marketing consist of different forms that can be used to achieve goals. Discuss five of them. [10 marks]
- (b) For organizations to have a competitive advantage, maintaining and sourcing for new customers and maintain good relation with them is necessary. Identify how they can achieve that. [5 marks]

QUESTION THREE

Explain the steps to be followed in the personal selling process [15 marks]

QUESTION FOUR

- (a) Sales force strategy influences the structure of the sales force. Discuss any five types of sales force structures that influence sales force. [10 marks]
- (b) Highlight the importance of salesmanship [5 marks]



QUESTION FIVE

- (a) Explain critical factors that may influence price increase in product promotion **[6 marks]**
- (b) What are the components of consumer database **[5 marks]**
- (c) Companies set different objectives for their sales force.name four of them. **[4 marks]**

QUESTION SIX

- (a) Discuss the benefits that sellers yield from direct marketing **[5 marks]**
- (b) Discuss five ethical issues to observe while dealing with market information. **[5 marks]**
- (c) Companies are required to handle information about the market with a lot of ethics to gain the trust of their clients.name five of the ethical issues that the company should take into consideration. **[5 marks]**

