

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

SALES MANAGEMENT 2

BS228

TIME: 3 Hours

OCT 2024

INSTRUCTIONS TO STUDENTS

1. Answer any four questions.
2. Each question carries 25 marks.
3. Start each question on afresh page.
4. Credit will be given for the use of relevant examples.
5. No cell Phones are allowed in the Examination Room.

QUESTION ONE

Explain the objectives of the sales force recruitment and selection under the following subheadings;

- (a) Sourcing.
- (b) Screening and selection.
- (c) Interviewing.
- (d) Induction.

[25 Marks]

QUESTION TWO

Explain the five salient legal and ethical issues involved in sales management. [25 Marks]

QUESTION THREE

Explain the principles of a training programme.

[25 Marks]

QUESTION FOUR

Examine five (5) recruitment approaches available to a firm.

[25 Marks]

QUESTION FIVE

Discuss how an organisation might optimise its sales territory.

[25 Marks]

QUESTION SIX

Evaluate five (5) ways of sales force compensation.

[25 Marks]

END OF PAPER