

UGANDA MARTYRS UNIVERSITY
**FACULTY OF BUSINESS ADMINISTRATION &
MANAGEMENT**

DEPARTMENT OF MANAGEMENT SCIENCE
END OF SEMESTER FINAL ASESSMENT

SEMESTER I, 2019/20

**THIRD YEAR EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
& MANAGEMENT**

COURSE NAME: SALES FORCE MANAGEMENT

DATE: 8TH JANUARY, 2020
TIME: 4:00PM – 7:00PM
DURATION: 3HRS

Instructions:

1. *Carefully read through ALL the questions before attempting*
 2. Answer FOUR Questions.
 3. Write clearly and legibly and DO NOT WRITE NAMES on the Answer Sheet.
 4. Do not write anything on the question paper.
 5. Do not take Mobile Phones into the examination room.
 6. Follow the instructions of the examination supervisor.
 7. Indicate questions answered on the Answer Sheet in the column of Questions.
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Question 1:

Giving practical examples, discuss the two critical decisions that determine the design of sales force. **(25 Marks)**

Question 2:

The most basic objective of any sales promotion is to provide extra value that encourages purchase. Basing on the knowledge acquired, explain at least 5 Sales Promotion Objectives. **(25 Marks)**

Question 3:

High caliber salespeople should be recruited for a Company's Salesforce. Explain the five stages in the recruitment process. **(25 Marks)**

Question 4:

Motivation is based on understanding of salespersons as individuals, their personalities and value systems. Also, Managers should provide the enabling conditions in which salespersons motivate themselves. Basing on the knowledge accumulated in Salesforce management:

- i. Discuss at least five tasks of sales managers in motivating salespeople **(10 Marks)**
- ii. Explain five types of salespersons. **(15 Marks)**

Question 5:

Discuss at least five strategic values of brand loyalty. **(25 Marks)**

Question 6:

- i. Discuss the three types of compensation plans. **(10 Marks)**
- ii. Evaluation provides information to check if targets are being achieved and provide information to guide training and motivation. Identify and explain the two measures of performance for personnel of the sales force. **(10 Marks)**

END