



PANAFRICA CHRISTIAN UNIVERSITY
END OF TRIMESTER EXAMINATIONS
BUS3413- SALES MANAGEMENT

ATTEMPT FOUR QUESTIONS ONLY

TIME ALLOWED – 2 HOURS

QUESTION ONE

- a) Differentiate the following terms
 - i) Sales management (2marks)
 - ii) Marketing Management (2marks)
- b) Outline the main goals of a sales person (6marks)

QUESTION TWO

- a) Define the following terms as used in sales management
 - i) Market segmentation (2marks)
 - ii) Market targeting (2marks)
- b) Describe any six steps involved in customer purchasing process (6marks)

QUESTION THREE

Outline and describe the essential activities involved in the sales process (10marks)

QUESTION FOUR

- a) Explain any four factors that distinguish consumer buying from organizational buying (4marks)
- b) Describe the steps involved in consumer decision making process (6marks)

QUESTION FIVE

- a) Identify and explain any four factors that influence the consumer decision making process (4marks)
- b) Discuss any three factors that affect organizational buying decisions (6marks)

QUESTION SIX

- a) Explain any THREE sales functions across different sectors of the global economy that have been enhanced by adoption of internet technologies (6 marks)
- b) Discuss the down side of internet technologies in sales and selling functions(4marks)