

**UNIVERSITY OF SWAZILAND**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**SUPPLEMENTARY EXAMINATION JULY 2012**

**TITLE OF COURSE:** SALES MANAGEMENT (BA 421)

**DEGREE AND YEAR:** BACHELOR OF COMMERCE YEAR 4  
OR BACHELOR OF COMMERCE YEAR 5

**TIME ALLOWED:** THREE (3) HOURS

- INSTRUCTIONS:**
1. TOTAL NUMBER OF QUESTIONS ON THE PAPER IS 6
  2. ANSWER QUESTION 1 IN SECTION A AND ANY THREE (3) QUESTIONS FROM SECTION B
  3. MARKS AWARDED ARE INDICATED AT THE END OF EACH QUESTION
  4. MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH LANGUAGE AND FOR ORDERLY PRESENTATION OF YOUR WORK

**SPECIAL REQUIREMENTS:** NONE

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.**

## **INSTRUCTIONS**

**ANSWER SECTION A AND ANY THREE (3) QUESTIONS FROM SECTION B.**

### **SECTION A: (COMPULSORY)**

#### **QUESTION 1: LUGGIES**

**While attending the Entrepreneur Program of a major West Coast university, Nicole Frank developed a line of lightweight, nested, vinyl-covered, children's luggage. Her business plan indicated that her concept had considerable commercial feasibility. Upon graduation in 2006 she launched her company – Luggies.**

**After completing the prototype luggage, she took it to Korea in 2008 for manufacture. Deliveries were to commence in February 2010. While the contract on quantities to be shipped each month was open-ended, she had to notify the Koreans three months in advance about the amount wanted each month. Clearly Frank needed some sales forecasts upon which to base her production orders.**

**While she immediately began selling to the major department store chains with great success for initial orders, Frank knew she was barely touching the market. She felt that she had to have ample supplies in the warehouse if she hoped to minimise the threat of other firms “knocking off” her line unduly.**

**At her first trade show in early January 2011, Nicole took orders for 12 000 units in one week. She had orders for 5 000 units from previous direct sales calls. “I know that these orders do not tell me much about the size of the Luggies market. I need a good market study if I am to get a handle on this market, Frank said to her old professor, who had happened to live across the street from her grandfather. “Why don't you help me out on this? I am too busy seeing buyers.”**

**“Hey, what is this, turnaround day? You get out of school and you start making the assignments? Sorry, I have some books to write, but I will give it to a good student who is looking for a project.”**

**You walk into the professor's office just after Nicole Frank has left. You need a project for the sales management class and the professor assigns you this one.**

#### **QUESTION**

**How should Nicole Frank forecast sales for the 2013?**

**TOTAL: 25 MARKS**

**SECTION B**

**INSTRUCTIONS**

**ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION**

**QUESTION 2**

- a. Discuss the three attributes that make a person to be a good leader. (15)
- b. Discuss the reasons why Sales Managers need to develop a compensation plan. (10)

**TOTAL: 25 MARKS**

**QUESTION 3**

- a. Define a budget. Discuss the benefits and limitations of budgeting. (15)
- b. Define marketing cost analysis. Discuss the uses of marketing cost analysis. (10)

**TOTAL: 25 MARKS**

**QUESTION 4**

- a. Define training. Discuss the steps that are involved in training sales people. (15)
- b. Define a sales forecast. Discuss the factors that a marketer should consider in forecasting sales. (10)

**TOTAL: 25 MARKS**

**QUESTION 5**

- a. Discuss the tools that a Sales Manager can use to select sales people. In your answer, indicate the significance of each of the tools. (15)
- b. Define morale. Discuss the personal characteristics that influence a sales person's morale. (10)

**TOTAL: 25 MARKS**

**QUESTION 6**

- a. Discuss the factors that a Sales Manager should consider in personal selling in the business market. (15)
- b. Define sales force organization. Discuss the reasons why a Sales Manager needs to organize the sales force. (10)

**TOTAL: 25 MARKS**