

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION MAY 2013

TITLE OF COURSE: SALES MANAGEMENT (BA 418)
DEGREE AND YEAR: BACHELOR OF COMMERCE YEAR 4 – FULL TIME
TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. TOTAL NUMBER OF QUESTIONS ON THE PAPER IS 5
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: MAJESTIC PLASTICS COMPANY

As the general sales manager of Majestic Plastics Company, Clyde Bright was overseeing the sales team which was working with one of Majestic Plastic's largest accounts to develop several new containers for them. The new container designs were one of many cost saving initiatives that Majestic had been working on with this customer. Clyde asked Rob Singer, who had been calling on this customer's largest facility to serve on the team along with several other people.

Rob had an outstanding record as a sales person. His relationship with the personnel at the company was excellent. He seemed to be a perfect choice for this special assignment. However, in the team's first two meetings Rob had not contributed to the smooth functioning of the team. In fact he had been a source of irritation. His ideas were pretty good, but he was unwilling to listen to anybody else's ideas. He is opinionated and argumentative. He either ignores suggestions from others or scoffs at them. He had even done this to Clyde. He acted as if he was the only person in the world whose opinion counts for anything.

Rob's behaviour is detrimental to the team effort, yet his ideas are good and his experience with and knowledge of this customer could be a very valuable resource for the team.

QUESTION

What action do you think Clyde Bright should take to remedy this situation and why?

TOTAL: 25 MARKS

SECTION B

INSTRUCTIONS

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. **Why is it important to evaluate the performance of the sales force? (15)**
- b. **Define budgeting. Discuss the three potential problems of budgeting giving an example in each case. (10)**

TOTAL: 25 MARKS

QUESTION 3

- a. **Discuss the steps involved in setting sales quotas. (15)**
- b. **What are the four levels of relationship marketing? (10)**

TOTAL: 25 MARKS

QUESTION 4

- a. **Discuss the organizational work climate and how it affects sales force morale. (15)**
- b. **Define marketing cost analysis. What are the problems of marketing costs analysis? (10)**

TOTAL: 25 MARKS

QUESTION 5

- a. **Discuss the methods of sales volume analysis. (15)**
- b. **Discuss the reasons why a sales manager needs to adjust sales quotas. (10)**

TOTAL: 25 MARKS