

**UNIVERSITY OF ESWATINI  
FACULTY OF COMMERCE  
DEPARTMENT OF BUSINESS ADMINISTRATION  
BUS427 SALES MANAGEMENT  
FIRST SEMESTER EXAMINATION 2019**

**TITLE OF PAPER: SALES MANAGEMENT  
COURSE: BUS427  
DEGREE AND YEAR: BCOM4  
TIME ALLOWED: THREE HOURS**

**INSTRUCTIONS:**

1. This paper consists of Sections A and B.
2. Section A is compulsory.
3. Answer any TWO questions from Section B.
4. Lay your work out clearly using headings, subheadings, and paragraph numbers.
5. The examination should be conducted in strict silence.
6. This is a closed book exam. No books or notes may be consulted during the exam.
7. Ensure that your id number is indicated on your examination cover page. No names should be recorded anywhere on the examination book.
8. Failure to observe the stated rules will be considered cheating and will be handled according to UNESWA regulations.

**THREE PAGES**

**THIS EXAMINATION PAPER SHOULD NOT BE OPENED UNTIL INVIGILATOR  
HAS GRANTED PERMISSION**

## SECTION A

**Read the case and answer all questions in this section (60 marks)**

### UNDERSTANDING TOM PENDERS

It was Monday afternoon and Brenda Smith was very excited. She just got off the phone with Tom Penders, the administrator in charge of a large medical office in her territory. After an introductory letter and several follow-up phone calls, Tom Penders finally agreed to meet with Brenda next Friday to discuss the possibility of replacing his organization's old copiers, as well as adding new copiers to keep pace with his organization's rapid growth. The primary purpose of the meeting was for Tom to learn more about the NCC and its products and for Brenda to learn more about Tom's company and its specific needs.

When Brenda arrived about 10 minutes early for her meeting with Tom Penders at the medical offices on Friday, she was greeted by a receptionist who asked her to be seated. Ten minutes passed and Brenda was promptly shown to Tom's office. Brenda couldn't help but notice how organized Tom's office was. It appeared to Brenda that Tom was a man of detail. First, Tom explained that the medical offices housed over 25 doctors specializing in a variety of fields. They occupied two floors and were planning to expand to the vacant third floor in the near future. Currently, they were organized into four divisions with an office professional assigned to approximately six doctors for each division. Each division ran its own "office" with a separate copier and administrative facilities. Tom also had an assistant and a copier. Upon concluding his overview, Tom provided Brenda with an opportunity to ask questions. After this, Tom systematically went down a list of questions he had about NCC, its products, and Brenda herself. Following this, Tom had his assistant take Brenda on a tour of the facility so she could overview their processes. Before leaving, Tom agreed to meet with Brenda in two weeks.

Based on her conversation with Tom, Brenda did not find Tom to be a particularly personable individual. In fact, she found him to be somewhat cool and aloof, both deliberate in his communication and actions. Yet, Tom was willing to learn how NCC could help his medical office. While Brenda preferred communicating with someone more personable and open, such as herself, she was determined to find a way to win Tom's business.

### ANSWER ALL THREE QUESTIONS

#### QUESTION 1

- What type of communication style do you believe that Tom exhibits? (5 MARKS)
- What are the characteristics of this communication style? (10 MARKS)

#### QUESTION 2

Based on your understanding of Tom's communication style, outline a plan for selling to Tom Penders (20 MARKS)

### QUESTION 3

Identify other members of Tom's organization that may play a role in the buying decision and explain the role they might play. (15 MARKS)

### QUESTION 4

- a) Explain the types of buyer needs that will be most important in this selling situation. (10 MARKS)

## SECTION B

Answer any TWO questions in this section (40 Marks)

### QUESTION 1

- a. Discuss the Personal Selling Process. (15 MARKS)  
b. Which step has been most affected by internet technology and how? (5 MARKS)

### QUESTION 2

You are due to graduate University in less than a year. If you are not planning to apply to graduate school, you might be looking for employment.

- a. What prospecting methods would be used to identify potential job leads? (9 MARKS)  
b. How would these leads be qualified as job prospects? (6 MARKS)  
c. How would you prioritize these prospects? (5 MARKS)

### QUESTION 3

- a. Why is it important for a salesperson to anticipate a buyer's concerns and objections? (5 MARKS)  
b. Some trainers have been heard to say, "If a sales person gets resistance, then he or she has not done a very good job during the sales presentation. Do you agree with this? Why or why not?" (15 MARKS)

**TOTAL MARKS 100**