

**BERJAYA BUSINESS SCHOOL****FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BMK2403 Sales Management**

Semester & Year : January - April 2017

Lecturer/Examiner : Mr. Philip Kwan

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
 - PART A (40 marks) : FOUR (4) short answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**
 - PART B (60 marks) : THREE (3) essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.**
- Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.**

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (40 MARKS)

INSTRUCTION(S) : **FOUR (4)** short answer questions. Answer **ALL** questions. Answers are to be written in the Answer Booklet provided.

1. Define sales management and briefly describe its tasks. (10 marks)
2. Identify **FIVE (5)** benefits of a well-planned sales training programme. (10 marks)
3. Describe **FIVE (5)** characteristics of a good compensation plan. (10 marks)
4. Differentiate between 'Character Traits' and 'Psychological Traits' of a successful salesperson. (10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (60 MARKS)

INSTRUCTION(S) : THREE (3) essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

1. A sales manager needs to acquire some special qualities to be a sales leader, although the roles are the same. Illustrate **THREE (3)** commonalities of the characteristics and **FOUR (4)** specificities of a sales leader on quality traits.

(20 marks)

- 2a. Examine the applications of combination compensation schemes.

(15 marks)

- 2b. List its **FIVE (5)** advantages.

(5 marks)

Total: 20 marks

- 3a. Explain **TWO (2)** follow-up methods.

(5 marks)

- 3b. Discuss why follow-up is regarded as an important step in selling.

(15 marks)

Total: 20 marks

END OF EXAM PAPER