

GARISSA UNIVERSITY

# UNIVERSITY EXAMINATION 2020/2021 ACADEMIC YEAR ONE FIRST SEMESTER EXAMINATION

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DIPLOMA BUSINESS MANAGEMENT**

**COURSE CODE: DBM 12 COURSE TITLE: SALESMANSHIP**

**EXAMINATION DURATION: 3 HOURS**

**DATE: TIME:**

**INSTRUCTION TO CANDIDATES**

# The examination has FIVE (5) questions

* **Question ONE (1) is COMPULSORY**
* **Choose any other THREE (3) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

# QUESTION ONE (COMPULSORY)

1. Define the following terms:
   1. Personal selling **[2 marks]**
   2. Order getter **[2 marks]**
   3. Order taker **[2 marks]**
   4. Market analysis. [ **2 marks]**
2. explain four qualities of a successful salesman **[8 marks]**
3. Discuss the importance of compensation in the workplace **[8 marks]**
4. State some of the benefits of direct marketing to sellers **[3 marks]**
5. Discuss three importance of personal selling to the business [ **3 marks]**

**QUESTION TWO**

1. Describe five different types of sales roles **[10 marks]**
2. Explain objective of sales force management **[5 marks]**
3. State five types of intermediaries [ **5 marks]**

**QUESTION THREE**

1. Describe the main sources of recruitment of salesmen **[10 marks]**
2. Discuss the advantages of training salesmen [ **10 marks]**

# QUESTION FOUR

1. Explain the benefits of direct marketing to buyers **[5 marks]**
2. Explain the factors that determine the size of sales territories **[15 marks]**

# QUESTION FIVE

1. Discuss the main forms of direct marketing **[10 marks]**
2. Explain the nature of personal selling **[5 marks]**
3. Describe five functions of advertising [  **5 marks]**