

CENTRAL UNIVERSITY



END OF FIRST SEMESTER, 2021/2022 EXAMINATION

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

SELLING & SALES MANAGEMENT

COURSE CODE: CBMK 303

LEVEL 300: MARKETING & MANAGEMENT

MIOTSO & MATAHEKO STUDENTS

TIME DURATION: TWO (2) HOURS

INSTRUCTIONS

ANSWER ANY THREE QUESTIONS

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BY THE INVIGILATORS

1. Sales negotiation skills constitute an essential quality of good salesmanship especially in competitive sales markets. You are a Sales Consultant of a local engineering firm, Ridge Solar System, a firm that produces solar panels for domestic, institutions including government. Your services have been sought to train young salesmen on the topic "**Content of Good Sales Negotiations**". Explain with relevant examples any **three (3) major contents of sales negotiation** that salesmen must consider when negotiating (15 marks)
(1b). List any **five (5) factors influencing sales negotiation** (5 marks).
2. The sales budget is a financial sales plan that outlines how sales resources and selling efforts ought to be allocated to achieve projected sales forecast. At a recent interview prior to employment, you were tasked by management to present a memo in less than a week, to discuss **five (5) benefits/advantages of sales budgets to improve sales performance** (20 marks).
3. The sales territory policy seeks to group markets conveniently and economically within specified geographical area. Prior to joining Kids Yogurt Ghana, an FMCG firm that deals in fresh milk products across country, salesmen go about selling milk products anywhere without abiding to selling within strict defined geographical locations. You have been appointed as the National Sales supervisor of the company and as part of achieving high sales performance, you have decided to implement the sales territory policy. In a memo to management, **discuss five (5) reasons/benefits behind your proposed sales territory strategy** (20 marks).
4. Discuss with relevant examples any **(2) major compensation methods common in sales management** (8 marks)
4(b) Briefly explain with examples any **4 requirements of a good sales compensation plan aimed at attracting and maintaining experience result driven salesmen** (12 marks)
5. Sales training seeks to equip salesmen with the requisite sales knowledge and skills to accomplish sales goals of organizations. As the sales Manager of Dzata Cement a new entrant into Ghana's cement industry, explain to management **any 5 contents of good sales training policy**.