



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR FIRST YEAR SECOND SEMESTER

SCHOOL OF BUSINESS & ECONOMICS DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBM 012

COURSE TITLE: SALESMAN-SHIP

DATE: 19TH AUGUST 2019

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

- Question **ONE** is compulsory
- Answer any other **THREE** questions

QUESTION ONE (25mks)

- a). Discuss the responsibilities of a salesman in an organization. **(5mks)**
- b). Describe the principles of efficient salesmanship. **(10mks)**
- c). Describe the different commodities sold in your country. **(5mks)**
- d). Explain sales information which will enable a good salesman to deal with any sales question. **(5mks)**

QUESTION TWO (15mks)

- a). Identify and explain the types of commodities sold in your country. **(5mks)**
- b). What are the advantages and disadvantages of selling goods directly to the retailers. **(10mks)**

QUESTION THREE (15mks)

Discuss the qualities of a good salesperson. **(15mks)**

QUESTION FOUR (15mks)

Explain with examples, why a person should specialize in a given service or product. **(15mks)**

QUESTION FIVE (15MKS)

- a). With the aid of illustrations, differentiate between buyers and customers. **(5mks)**
- b). Give reasons why the following are essential for effective sales: **(10mks)**
 - i). Price
 - ii). Quality
 - iii). Service
 - iv). Terms

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