



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
DIPLOMA IN BUSINESS MANAGEMENT.**

COURSE CODE: DBM 012

COURSE TITLE: SALEMANSHIP

DATE: 28TH MARCH, 2022

TIME:1100-1300

INSTRUCTIONS TO CANDIDATE

Answer Question **ONE** and any other **THREE** questions

QUESTION ONE (25 MARKS)

- a) What are the factors influencing compensation (5 marks)
- b) Briefly discuss the types of compensation in an organization highlighting its importance (15marks)
- c) Define salesmanship (2marks)
- d) State the importance of salesmanship

QUESTION TWO

- a) Explain the approaches of selling (10marks)
- b) Highlight the importance of personal selling (5marks)

QUESTION THREE

What are the benefits of personal selling activities to society, consumers, and business firms? (15 marks)

QUESTION FOUR

- a) Discuss the content of a good salesmen training program (10marks)
- b) What are the characteristics of an effective salesperson? (5marks)

QUESTION FIVE

- a) In an organization when does the recruitment process arise? (7marks)
- b) Discuss the selection process in an organization (8 marks)

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