



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2020/2021 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

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

COURSE CODE: DBM 012

COURSE TITLE: SALEMANSHIP

DATE: 25TH MAY, 2021

TIME: 0830 – 1030HRS

INSTRUCTIONS TO CANDIDATE

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

This paper consists of 2 printed pages. Please turn over

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 **(15 marks)**
- c) Define salesmanship and its importance **(5 marks)**

QUESTION TWO

- a) Identify and explain the approaches of selling **(10marks)**
- b) Highlight the importance of personal selling **(5 marks)**

QUESTION THREE

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

QUESTION FOUR

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

QUESTION FIVE

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

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