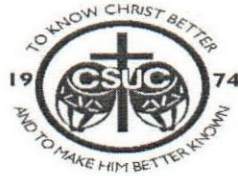


**CHRISTIAN SERVICE UNIVERSITY COLLEGE
SCHOOL OF BUSINESS**



**DEPARTMENT OF MARKETING, LOGISTICS AND CORPORATE STRATEGY
BACHELOR OF BUSINESS ADMINISTRATION MARKETING
END OF SECOND SEMESTER EXAMINATION 2018/2019 ACADEMIC YEAR**

CSBM 454 SALES MANAGEMENT

2019

Duration: 2hrs: 30mins

INSTRUCTIONS:

- ***Answer three (3) questions in all, Section A is Compulsory, and any two (2) questions from Section B.***
- ***Please note that students will be penalized for not abiding by instructions on the front cover of the answer booklet especially refusal to list answers in the order in which they were answered, refusal to write the correct index number, refusal to write the course code, etc.***
- ***Please take time to read the questions carefully as some questions may demand practical examples diagrams etc.***
- ***Please also note that clarity of expression and handwriting will be rewarded.***

Lecturer: Nana Danso Boafo

Section A: Answer all questions

Question 1

BLUE MOON CASE STUDY (30MARKS)

Blue Moon is an international Poultry farm company operating in Ghana, Nigeria and South Africa. The company supply eggs and meat to both individuals and organizations in the continent. The focus of Blue Moon is actually becoming the market leader in Africa. The CEO Mr. Seaq, shares the company's vision of becoming consumer's choice in poultry products in Africa in a recent interview on a local television station in Ghana.

A number of trends have taken place within the purchasing function of the company's (Blue Moon) clients and is having marketing implications for Blue Moon sales in Ghana to be specific. The Ghanaian poultry farmers are facing serious competition from imported meat from Europe which tends to be cheaper compare to the locally produce chicken in Ghana. This has led to changes in the purchasing practices of consumers of poultry products in Ghana. The CEO is worried since these developments has altered the way in which suppliers compete in the market.

In an article in a local journal Mr. Seaq came across these developments (Just in time purchasing, centralized purchasing, system purchasing, reverse marketing and leasing) as having marketing implications for his business.

- a. Discuss any four (4) of the developments in the purchasing practices of Blue Moon clients and advice the company on the solutions to these developments, which can help the company to achieve their vision. (24marks)
- b. Explain these (3) elements of an organization buying behavior (6marks)
 - i. Structure
 - ii. Process
 - iii. Content

Section B

Answer two (2) questions from this section. All questions carry equal marks

Question 2

A number of major environmental forces impact on how selling and sales management are and would be carried out.

Stating two (2) points each from these environmental forces (behavioural, technological and managerial), discuss how the forces can impact on selling. (20marks)

Question 3

In order to generate sales successfully, a number of secondary functions are also carried out by most sales people which are vital to long-term sales success. State and explain any five (5) of the secondary functions of a sale person (20marks).

Question 4

As a sales manager of Auckland Engineering plc, a well-established engineering company in Ghana, you have received a memo from D.C. Duncan, a recently appointed Marketing Director of your firm asking you to provide an explanation on,

- a. Five (5) characteristics of modern selling. (15)
- b. Discuss the relationship between selling and marketing (5)

Question 5

- a. What is sales force evaluation? (2marks)
- b. Discuss two (2) benefits of sales evaluation. (3marks)
- c. Explain the sales force evaluation process. (15marks)

Question 6

- a. What is key account management? (2marks)
- b. Explain the three (3) features of key account management. (9marks)
- c. Discuss any three (3) criteria used to select key account management. (12marks)

Good luck