

CHRISTIAN SERVICE UNIVERSITY COLLEGE



SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING, LOGISTICS AND CORPORATE STRATEGY

PROGRAMME: BAA MARKETING LEVEL 400

END OF SECOND SEMESTER EXAMINATION 2019/2020

SALES MANAGEMENT COURSE CODE CSBM 454

JUNE 2020

INSTRUCTIONS

- Please read all instructions carefully.
- Answer two question out of four. Question 1 is compulsory and any other question
- 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 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.

Note: Marks will be awarded for:

- Introduction, Content, and Conclusion
- Evidence of Further Reading
- Originality and Independence (Cheating would be penalized and integrity rewarded)
- Correct grammar, clarity of expression and logical presentation of facts.
- Referencing

Lecturer: Nana Danso Boafo

ANSWER QUESTION NUMBER ONE (1) AND ANY OTHER QUESTION

Question 1

CASE STUDY (40 MARKS)

LEAD ENGINEERING UNSUCCESSFUL SELLING

Lead Engineering Ltd, Ghana (LE) is a B2B company that deals in heavy industrial machinery in West Africa. The company sells products like Bulldozers, Cranes, Excavators, Fork Lifts, Compressors, and many more. The company is known for the quality of their brands in the industrial market in Africa and is rated as number one in Ghana for heavy industrial machinery products.

Mr. Kofi Osei-Prempeh is a professional sales executive who has worked for lead Engineering Ltd, Ghana for the past 15 years. Mr. Prempeh recently received a letter from the marketing director indicating the company unhappiness in a recent fail or unsuccessful sales approach the company made in trying to sell a new industrial machinery to one of their profitable customers. One of Lead Engineering competitors won the bid to supply the product to the customer. The letter was written to Mr. Prempeh after a sales force evaluation was done by the marketing director. These mistakes were highlighted in the letter,

- i. Mr. Osei Prempeh opening approach was wrong
- ii. Need and problem identification wasn't clear
- iii. The presentation and demonstration was poor
- iv. Objections wasn't well handled.

As a newly recruited Sales Manager of Lead Engineering Ltd, Ghana discuss,

- a. The opening stage of the selling process and highlight five (5) of the Common courtesies that should be followed at this stage of a sales presentation. **(10marks)**
- b. The need and problem recognition stage of the selling process and the methodology a salesperson can adopt in identifying customer needs and problems. **(10marks)**
- c. The presentation and demonstration stage of the selling process by specifically identifying the key issues the salesperson must consider at this stage in order to close the sale. **(10marks)**
- d. How salesperson should deal with objections by explaining five (5) effective approaches for dealing with objections in sales presentation. **(10marks)**

Question 2 (30 marks)

With reference to any organization in Ghana, practically discuss the contribution of the sales function to,

- a. Analysis of current market situation (marketing audit) of the marketing plan **(7.5marks)**.
- b. Determining sales potential/sales forecasting. **(7.5marks)**.
- c. Generating and selecting marketing strategies. **(7.5marks)**.
- d. Budgeting, implementation and control. **(7.5marks)**.

Question 3 (30 marks)

In order to generate sales successfully, a number of secondary functions are also carried out by most salespeople which are vital to the long-term sales success. With reference to a particular company of your choice, state and explain any six (6) of the secondary functions the sales person of such firm will need to perform to be successful **(30marks)**.

Question 4 (30 marks)

Industrial purchasing decisions were studied by Robinson, Faris and Wind, who concluded that buyer behaviour was influenced by the nature of the **buy class**.

- a. Discuss the meaning of the following buy class.
 - i. New task, **(5marks)**
 - ii. A modified re-buy and **(5marks)**
 - iii. A straight re-buy.**(5marks)**
- b.
 - i. Provide three (3) explanations on how the buy class affect the organizational Decision Making Unit (DMU). **(9marks)**
 - ii. Discuss two (2) implications of the buy class analysis for successful selling. **(6marks)**