



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION JULY 2024 SEMESTER

COURSE CODE	: ECB20503
COURSE NAME	: SALES MANAGEMENT
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS)
DATE	: 21 SEPTEMBER 2024
TIME	: 9.00 AM – 12.00 PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **FOUR (4)** questions.
4. Answer **ALL** questions.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE THREE (3) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

(Total: 100 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

You are a sales manager at a well-established company that specializes in high-end kitchen appliances. The company has recently launched a new line of eco-friendly kitchen gadgets aimed at environmentally conscious consumers. As part of your sales strategy, you need to identify and convert prospects into first-time customers effectively. You are tasked with creating a detailed prospecting plan with specific actions, tools, or techniques that will help your sales team reach and engage these potential customers. Based on the scenario above, recommend and describe the **FIVE (5)** main phases of prospecting strategies that your sales team should implement to successfully convert prospects into first-time customers. Justify your recommendations with relevant examples.

(25 marks)

Question 2

As the newly appointed Head of Sales at a mid-sized consumer electronics company, you are tasked with expanding the salesforce to better capture market opportunities. The company has historically struggled with high turnover rates and a lack of skilled sales personnel. Your goal is to implement a more effective recruitment process that not only attracts top talent but also retains them for the long term. Discuss any **FIVE (5)** contributing aspects to the success of the process in the context of the scenario above. Justify your discussions with relevant examples.

(25 marks)

Question 3

As the Sales Manager of a large retail company, you have observed that the sales team is losing motivation, leading to a decline in sales performance. The Sales Director has asked you to recommend *non-financial incentives* that could reignite the team's enthusiasm and drive their sales efforts. Suggest to the Sales Director any **FIVE (5)** relevant *incentives* that could solve the above-said problem. Justify your suggestions with relevant examples.

(25 marks)

Question 4

You have been invited to conduct a sales seminar for a diverse group of participants, including sales professionals, managers, and business owners. The seminar's focus is on understanding the structure of a successful salesforce and how different categories within the salesforce contribute to overall sales performance. Suggest the audience of the sales seminar on the **FIVE (5)** categories the above-said structure according to ascending levels. For each category, provide a detailed explanation, including their roles, responsibilities, and how they fit into the broader sales strategy. Justify your suggestions with relevant examples.

(25 marks)

END OF EXAMINATION QUESTIONS