



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2024 SEMESTER**

COURSE CODE	: ECB20503
COURSE NAME	: SALES MANAGEMENT
PROGRAMME NAME	: BACHELOR IN ACCOUNTING (HONS)
DATE	: 29 JUNE 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

Despite the standards set by the company's human resources department and sales managers, the identification of salesforce criteria in the Malaysian retail industry must meet guidelines set forth by external parties. This ensures the salesforce recruitment and selection in a sales organization remains reliable, and compliant with industry standards, thereby maintaining trust and confidence among consumers and stakeholders. These parties also ensure that Salesforce meets industry standards, regulatory requirements, and customer expectations. As an expert in Sales Management, discuss any **FIVE (5)** parties above that determined the criteria of the salesforce in the above-mentioned industry in Malaysia. Justify your discussion with relevant examples.

(25 marks)

Question 2

Mr. Jumali is the head of sales at a small electronics company in your hometown that has traditionally sold its products through physical retail stores. Due to the pandemic COVID-19 and a decline in foot traffic, he decides to expand the company's presence by leveraging omni-selling channels, including the e-commerce website, Shopee, TikTok Shop, Lazada and social media platforms like Instagram and Facebook. He also plans to introduce a new mobile app to support the sales. Nevertheless, he is clueless about his decision, especially on the potential gains of the decision. He also worries if the decision will contribute to poorer sales. You received a call from Mr Jumali this morning and throughout the conversation, he sounded desperate and really afraid of the uncertainties he might encounter if the decision is wrong. As a good friend of Mr Jumali, you have decided to comfort him by giving professional advice to proceed with his decision as you believe that his plan is amazing. Support your advice by discussing any **FIVE (5)** main rewards that Mr Jumali will get if he proceeds with his decision. Justify your discussion with relevant examples.

(25 marks)

Question 3

Mr. Fauzi is the Sales Manager at KudaHitam Sdn Bhd. He found that the existing traditional classroom salesforce training methods applied by his team did not yield significant impacts to boost the motivation and performance of the salespeople in his company simultaneously affecting the overall sales of the company. He contacted you this morning and sought your advice on this matter. You have told him that it may be time to rethink and enrich the training approach applied in KudaHitam Sdn. Bhd. As an expert trainer in sales management, you believe that sustainable salesforce training enrichment efforts and strategies are crucial for maintaining high levels of proficiency and adaptability among salespeople as the sales environment evolves. By incorporating these enrichment strategies, organizations can create a sustainable salesforce training program that continually evolves to meet the needs of users and the business, ensuring long-term success. You are required to prepare your professional advice for Mr. Fauzi by discussing the **FIVE (5)** enrichment ways that he could adopt in KudaHitam Sdn. Bhd.'s future sales training program. Support your discussion with relevant examples.

(25 marks)

Question 4

You were appointed as the new CEO of ABC Sdn. Bhd. Based on your observation, the company is implementing an aggressive sales incentive program aimed at cross-selling products. In the past, employees were incentivized to sell multiple products to the same customer. They were given sales targets that were extremely high and often unattainable without resorting to unethical practices. The incentive programs in the company included bonuses, promotions, and other rewards for those who met or exceeded these targets. There was significant pressure from the previous CEO to meet sales quotas, leading to stress and turnover. You also observed that to meet sales targets, employees began creating fake accounts and unauthorized products in customers' names without their consent which has resulted in hundreds of fraudulent accounts being opened, causing inconvenience to customers. You are aware that this unhealthy incentive initiative may contribute to a toxic work environment and make your company fail to achieve the sales vision and mission. Your company also could face severe penalties and, a damaged reputation, leading to a loss of customer trust. As an expert in strategic sales management, you have decided to prepare a plan to rectify this issue through a major amendment to the existing initiatives to create a more successful effort by focusing on the **FIVE (5)** characteristics of excellent incentive initiatives to replace the above. Discuss those characteristics and justify your discussions with examples.

(25 marks)

END OF EXAMINATION QUESTIONS