



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2024 SEMESTER**

COURSE CODE	: ECB20503
COURSE NAME	: SALES MANAGEMENT
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS)
DATE	: 3 FEBRUARY 2025
TIME	: 2.00 PM – 5.00 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 **FIVE (5) Questions**.
4. Answer **FOUR (4) Questions ONLY**.
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 TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

(Total: 100 marks)

INSTRUCTION: Answer FOUR (4) questions ONLY.

Please use the answer booklet provided.

Question 1

As a keynote speaker at a sales seminar, you are addressing an audience of professionals from different sectors, including experienced sales executives, strategic managers, and entrepreneurs. The seminar aims to emphasize the significance of sales management in navigating the challenges and opportunities of the global business landscape. Discuss any **FIVE (5)** vital aspects of sales management that contribute to success in a globalized economy. Justify your discussion with relevant examples.

(25 marks)

Question 2

As the sales manager for a leading company specializing in high-end furniture, your team is focused on promoting a newly launched line of eco-friendly product designed for environmentally conscious consumers. To ensure the success of this launch, you are tasked with designing a comprehensive prospecting plan that equips your sales team with effective strategies to identify and convert existing leads into loyal customers. Recommend and elaborate on the **FIVE (5)** final phases of prospecting strategies your team should implement for that purpose. Justify your recommendations with appropriate strategies.

(25 marks)

Question 3

Imagine you are the newly appointed Head of Sales at a mid-sized company which facing persistent challenges, including high employee turnover and a shortage of skilled sales professionals. To address these issues, you are considering enhancing the in-house recruitment process. However, this approach comes with its own set of limitations. Discuss any **FIVE (5)** drawbacks of the process if you proceed with the decision. Justify your discussions with relevant examples.

(25 marks)

Question 4

As the newly appointed Head of Sales in a retail organization which facing a shortage of skilled sales professionals, you recognize that frequent training programs are essential to improving sales performance and addressing skill gaps. However, determining the perfect timing for these training sessions is critical to ensuring maximum effectiveness and minimal disruption to operations. As an experienced sales leader, discuss any **FIVE (5)** ideal times to implement the aforementioned initiative. Justify your discussion with appropriate examples.

(25 marks)

Question 5

As the Sales Director of a rapidly expanding technology company, the CEO has approached you to address challenges within the current sales compensation structure. The existing plan has resulted in uneven team performance, leaving top performers feeling undervalued while new hires find it difficult to achieve their targets. This has led to concerns about morale, retention, and alignment with the company's broader revenue and profitability objectives. Your task is to propose a revamped sales compensation plan that resolves these issues. Recommend to the CEO any **FIVE (5)** key objectives that the new sales compensation plan should achieve. Justify your recommendations with relevant examples.

(25 marks)

END OF EXAMINATION QUESTIONS