



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE : ECB20503
COURSE NAME : SALES MANAGEMENT
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION IN
MARKETING (HONOURS)/ BACHELOR OF BUSINESS
ADMINISTRATION (HONS) MANAGEMENT AND
ENTREPRENEURSHIP
DATE : 3 JULY 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 **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 TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

(Total: 100 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Malaysia's e-commerce sector has grown rapidly, especially with platforms like Shopee, Lazada, and social media marketplaces becoming popular among different types of sellers and buyers. You are tasked to develop a marketing strategy for a new tech gadget brand based in Penang, aiming to sell smart home devices nationwide. Discuss the **FOUR (4)** types of sellers and sales customers that the brand will potentially interact with. Use examples from the Malaysian market to justify your discussion.

(20 marks)

Question 2

The automotive industry in Malaysia is highly competitive, with brands like Proton, Perodua, Honda, and Toyota vying for market share. Suppose you are part of the marketing team for a new electric vehicle (EV) brand launching in Malaysia, aiming to attract environmentally-conscious urban consumers. Analyze how Malaysian consumers would typically go through the **FIVE (5)** stages in the consumer buying process when deciding whether to purchase the aforementioned product. Provide examples from the Malaysian market to support your discussion.

(20 marks)

Question 3

A Malaysian halal food producer has expanded rapidly into new regions across Peninsular and East Malaysia. To manage the expansion, the company assigns sales teams based on geographic territories (North, Central, South, East Malaysia). However, challenges such as uneven market demand and logistical issues have started to arise. Analyze the other **FOUR (4)** disadvantages of the highlighted structure based on the company's situation. Justify your analyses using relevant examples from the Malaysian business landscape perspectives.

(20 marks)

Question 4

A local telecommunications company in Malaysia plans to roll out 5G services nationwide and realizes it needs a highly skilled and dynamic sales team to handle new corporate clients and government projects. The management decides to recruit externally to tap into a wider talent pool with specialized skills and fresh perspectives. Analyze the **FOUR (4)** main benefits of the decision based on the aforementioned company's scenario. Provide relevant Malaysian examples to support your analyses.

(20 marks)

Question 5

A Malaysian company specializing in selling high-end kitchen appliances at shopping malls and expos across the country is reviewing the competency of its sales team. Management realizes that understanding the development stages of traditional salespeople is essential for improving performance and motivation. As an expert in salesforce management, the company instructed you to analyze the **FIVE (5)** levels of the aforementioned category of salespeople in the context of the Malaysian sales environment. Justify your analyses with relevant Malaysian examples.

(20 marks)

END OF EXAMINATION QUESTIONS