



UNIVERSITI KUALA LUMPUR  
BUSINESS SCHOOL

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**FINAL EXAMINATION**  
**OCTOBER 2025 SEMESTER**

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COURSE CODE : ECB20503  
COURSE TITLE : SALES MANAGEMENT  
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING  
(HONOURS)  
DATE : 31 JANUARY 2026  
TIME : 2:00PM - 5:00PM  
DURATION : 3 HOURS

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**INSTRUCTIONS TO CANDIDATES**

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1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consist of ONE sections.
4. Section A consist of five questions. Answer FOUR (4) questions only.
5. Please write your answer on the answer booklet provided.
6. Please answer all questions in English only.
7. Refer to the attached Formula/ Appendices.  Tick if applicable

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THERE ARE 3 PAGES OF QUESTIONS INCLUDING THIS PAGE

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**SECTION A (Total: 100 marks)**

Answer **FOUR (4)** questions.

Please use the answer booklet provided.

**Question 1**

You are a sales agent at Coway Malaysia, and you often meet newly married couples buying household products for the first time. Many are first-time customers who have never purchased long-term rental or installment-based products. Your sales manager reminds you that understanding the buying process of first-time buyers can help increase your closing rate. Suggest all the **FIVE (5)** steps that Coway's first-time buyers go through before purchasing its product. Discuss your answers with relevant examples.

(25 marks)

**Question 2**

You are hired as Sales Director at MetroShield Tech, a B2B cybersecurity solutions provider selling to SMEs and government-linked companies. The pipeline is "full," but closing rates are low, proposals are inconsistent, and customers complain that representatives oversell features beyond delivery capability. As an experienced sales director, you believed that all those problems originated from the sales organization's problems. You are tasked to enlighten the CEO on the above and help him by discussing the **FIVE (5)** critical aforementioned problems that need urgent attention. Justify each issue with relevant MetroShield Tech examples.

(25 marks)

**Question 3**

You are the Sales Director at BoltRide Mobility, a fleet solutions provider for corporate transport and delivery partners. Despite stable revenue, profits are shrinking due to sales-related spending. Advise the CEO by discussing any **FIVE (5)** attributes of a high-cost salesforce that drive organizational cost. Support your discussion points with BoltRide examples.

(25 marks)

**Question 4**

You are appointed to redesign the sales training program at PulseCare Health Devices, which sells medical devices to clinics and pharmacies. The CEO wants faster onboarding and more consistent selling quality across regions, but he is clueless on what it takes to have a successful training initiative in the company. As an experienced training consultant, you are required to analyze the situation and advise the CEO by discussing the **FIVE (5)** factors to guarantee salesforce training success in PulseCare Health Devices. Justify your discussion with relevant examples.

(25 marks)

**Question 5**

AeroByte Digital is experiencing uneven month-to-month sales performance. A small group of star sellers consistently hits target, but the mid-tier reps are losing momentum and showing lower commitment. The CEO wants a reward plan that celebrates excellence and lifts overall performance yet is worried about spending on incentives that don't actually improve results. As an expert, you believe that monetary incentives are relevant to support the plan. Analyze the aforementioned situation and recommend to the CEO any **FIVE (5)** related incentives to the above that can be awarded to excellent salespeople of the company simultaneously to bring positive impacts to the sales performance. Justify your recommendation with relevant examples.

(25 marks)

END OF EXAMINATION PAPER