



UNIVERSITI KUALA LUMPUR
KAMPUS CAWANGAN MALAYSIAN SPANISH INSTITUTE

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : SIB35403 (V2)
COURSE TITLE : AUTOMOTIVE BUSINESS & SALES MANAGEMENT
PROGRAMME NAME : BACHELOR OF BUSINESS TECHNOLOGY (HONOURS) IN
AUTOMOTIVE MANAGEMENT
DATE : 28 JANUARY 2026
TIME : 9:00AM - 12:00PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

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 TWO sections.
4. Answer ALL questions for Section A.
5. Section B consist of four questions. Answer THREE (3) questions only.
6. Please write your answer on the answer booklet provided.
7. Please answer all questions in English only.
8. Please answer MCQ/EMQ questions using OMR sheet. *Tick if applicable*
9. Refer to the attached Formula/ Appendices. *Tick if applicable*

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

Identify the key decision areas that must be made by corporate strategy, business strategy, marketing strategy and sales strategy level.

(10 marks)

Question 2

Describe how corporate and business strategy decisions affect the sales function.

(10 marks)

Question 3

Determine the ways that personal selling, advertising, and other tools can be blended into effective integrated marketing communications strategies.

(10 marks)

Question 4

Identify the key issues in evaluating sales training alternatives.

(10 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

Identify five personal selling approaches that salespeople can use to interact with their customers.

(20 marks)

Question 2

Explain four areas that managers should consider when evaluating sales training alternatives.

(20 marks)

Question 3

Classify five procedures for designing territories.

(20 marks)

Question 4

Identify what are sales management responses that company do in making changes in their sales operations.

(20 marks)

END OF EXAMINATION PAPER

