



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE : ECB20503
COURSE TITLE : SALES MANAGEMENT
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
(HONOURS)
DATE : 27 JUNE 2026
TIME : 2:00PM - 5:00PM
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 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*

THERE ARE 3 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

You are the Sales Manager at zimQ Electronics. Some of your sales staff struggle to understand how customers make decisions. As a result, the company has missed several sales opportunities. As the Sales Manager, advise the CEO by evaluating any **FIVE (5)** key factors in the selling and buying process that influence sales effectiveness. Support your answer with relevant examples from zimQ Electronics.

(25 marks)

Question 2

You are the Sales Manager at Bestbuy Electronics. The company wants to improve sales decision-making, sales forecasting, quota setting and salesforce performance. However, your sales team does not have a structured way to collect, analyse and use sales information. Advise the CEO by discussing any **FIVE (5)** key elements of strategic sales information management that help improve salesforce effectiveness. Use Bestbuy Electronics examples to support your points.

(25 marks)

Question 3

You are the Sales Manager at Circuit City Electronics. Some of your sales staff are confused about their roles, some are less motivated and others do not achieve their targets. Advise the CEO by discussing any **FIVE (5)** factors that affect salesperson performance and explain how each factor can be improved. Use Circuit City Electronics examples.

(25 marks)

Question 4

All IT Hypermarket is facing problems in recruiting and selecting suitable salespeople. Poor hiring decisions have increased recruitment costs, reduced sales performance and caused high employee turnover. Evaluate any **FIVE (5)** recruitment or selection considerations that influence the quality and effectiveness of the salesforce. Include relevant examples from All IT Hypermarket in your explanation.

(25 marks)

Question 5

Amani Electronics is preparing to launch several new electronic products, including smart home devices and wearable gadgets. However, management notices that some salespeople are not confident in explaining product features, handling customer objections, and using updated selling techniques. As part of the company's sales improvement plan, appraise any **FIVE (5)** important considerations in designing and implementing an effective sales training programme. Support your answer with relevant examples from Amani Electronics.

(25 marks)

END OF EXAMINATION PAPER