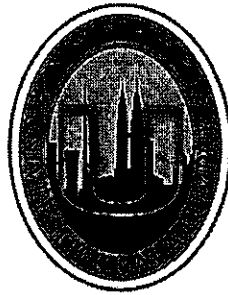


CONFIDENTIAL



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION  
JANUARY 2016 SEMESTER

SUBJECT CODE : ECB20503  
SUBJECT TITLE : SALES MANAGEMENT  
LEVEL : BACHELOR  
TIME / DURATION : 2.00 PM - 5.00 PM / 3 HOURS  
DATE : 22nd MAY 2016

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 **TWO (2)** sections; **Section A and section B.**
4. **Answer ALL questions in Section A and THREE (3) questions ONLY in Section B.**
5. Please write your answers on the answer booklet provided.
6. Answer all questions in **English language ONLY.**
7. This question paper must not be removed from the examination hall.

THERE ARE 2 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

**SECTION A (Total: 40 marks).**

**INSTRUCTION: Answer ALL questions.**  
**Please use the answer booklet provided.**

**Question 1**

Briefly explain why people go into sales careers?

(10 Marks)

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**Question 2**

What are the **Six (6)** critical drivers of change affecting today's selling environment?

(10 Marks)

**Question 3**

Briefly explain **Five (5)** the advantages of CRM?

(10 Marks)

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**Question 4**

Describe the **Four (4)** types of behavior associated with organizational citizenship.

(10 Marks)

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**SECTION B (Total: 60 marks).**

**INSTRUCTION: Answer THREE (3) questions ONLY.**

**Please use the answer booklet provided.**

**Question 1**

What are the roles of different participants in the buying center?

(20 Marks)

**Question 2**

What are the **Seven (7)** stages in the buying process?

(20 Marks)

**Question 3**

Research by the Klein Institute for Aptitude Testing has identified characteristics of people who fail in sales. What characteristics have they identified and which can you ask about in an application or job interview?

(20 Marks)

**Question 4**

What are the **Five (5)** general objectives of sales training?

(20 Marks)

**END OF EXAMINATION PAPER**

