



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
DIPLOMA IN BUSINESS MANAGEMENT.**

COURSE CODE: DBM 12

COURSE TITLE: SALESMANSHIP

DATE: 6TH DECEMBER, 2022

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATE

Answer Question **ONE** and any other **THREE** questions

QUESTION ONE

- a) Define salesmanship and its importance (5marks)
- b) What are the factors influencing compensation (5 marks)?**
- c) Briefly discuss the types of compensation in and organization highlighting its importance. (15 marks)**

QUESTION TWO

- a) Identify and explain the importance of motivation in an organization (10marks)
- b) Highlight the importance of personal selling (5marks)

QUESTION THREE

What are the benefits of personal selling activities to the society, consumers and business firms? (15 marks)

QUESTION FOUR

- a) Discuss the content of a good salesmen training program me (10marks)
- b) What are the characteristics of an effective salesperson? (5marks)

QUESTION FIVE

- a) In an organization when does the recruitment process arise? (7marks)
- b) Discuss the selection process in an organization (8 marks)

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