

Faculty of Business & Finance
 Course No: MGNE 4323
 Course Title: Sales Management
 Date: Oct 2018
 No. of Questions: 3



1st Midterm Exam
 1st Semester 2018/2019
 Total Grade: 15

Lecturer Name: Mr. Yousif Alagha &
 Mr. Hatem Ismaeel
 Dep./Specialist: Management
 Using Dictionary (NO)
 Using calculator: (NO)
 Time: 1 hour

Student name: _____

Student No.: _____

Dear students,

First of all you should to read carefully through all the exam questions, and then you have to attempt the questions that you think you can answer completely.

This exam contains three questions, each question contains several branches, and therefore you are required to attempt only the required branches of each question.

Any student answer more than the required, this will not be marked.

Moreover, student whom answers different branches form different questions, this will not support him, where the marking criteria depends on answer all the required branches of the question.

Good luck & best wishes

Question 1	Question 2	Question 3	TOTAL GRADE
/3	/5	/7	/15

Notes:

Signature, _____

**QUESTION ONE: Six branches****(3 Marks)**

Determine the following statements either (T) true or (F) false

- | | |
|--------------------------|--|
| <input type="checkbox"/> | a) Customer relationship management (CRM) software aids salespeople in creating and maintaining relationships with vendors. |
| <input type="checkbox"/> | b) Value-added selling can be defined as a series of creative improvements within the sales process that enhance the customer experience. |
| <input type="checkbox"/> | c) The partnering concept, as an enhancement of personal selling, became very popular in the 1970s. |
| <input type="checkbox"/> | d) The goal of strategic selling alliances is to achieve a marketplace advantage by teaming up with another company whose products fit well with your own. |
| <input type="checkbox"/> | e) Salesperson can add value to the transaction for a retail outlet buying the organizers to resell to customers by providing a free display stand and benefits list to outlets to help them sell. |
| <input type="checkbox"/> | f) Salespeople are most likely considered knowledge workers because they create products themselves before they sell them |

QUESTION TWO: Five branches**(5 Marks)**

Choose one of the alternatives that best completes the statement among the listed below

Rina Harris is a college student in the business department of her local university. She came in to college thinking she wanted to become an Accounting major, but discovered that she is interested in product marketing and in sales.

1. What essential quality will Rina need to have to be successful in sales?

- A) She will need to enjoy interacting with potential customers and customers.
- B) She will need to enjoy making money.
- C) She will need to enjoy creating branding and marketing campaigns for products.
- D) She will need to enjoy servicing customers who have purchased the product from the company.
- E) She will need to enjoy competing fiercely with other salespeople for sales and commissions.



2. Rina is taking a time management class as an elective in college because she feels she occasionally struggles with managing her time and tasks. What effect do time management skills have on a career in sales?

- A) Time management skills are the key to sales, so someone who is not extremely organized cannot succeed in this career.
- B) Time management skills are necessary to be able to set priorities and manage the various tasks of sales while setting one's own schedule.
- C) Time management skills are difficult to learn if one is not born with them, so it is unlikely that someone without an internal sense of organization will be successful in sales.
- D) Time management skills are not a huge issue for salespeople because the sales manager sets the list of tasks and priorities, so the salesperson just needs to follow the list and execute.
- E) Time management skills do not intersect significantly with the tasks required to be good at sales.

3. Despite her interest in sales, Rina is concerned when she learns that, on average, female salespeople make less money than male salespeople do. Which one of the following statements is most likely true?

- A) Male salespeople have controlled the industry for almost a century, so there is no reason to think female salespeople will ever be able to equal male earnings.
- B) Male salespeople would like to earn salaries equal to the salaries of female salespeople, but industry regulations have set their starting salaries at unequal rates.
- C) Female salespeople will never earn as much as male salespeople will in certain industries, such as heavy industry and transportation.
- D) Female salespeople make less money than male salespeople do because they must take care of their families and therefore cannot be as focused on their jobs as men are.
- E) The difference between the average earnings of female and male salespeople is less than the difference between the average earnings of female and male workers in other professions.



4. Rina sees a job posting for a "Business Development Manager in the hospitality industry." Which of the following most accurately describes the duties of this position?

- A) soliciting donations from charitable donors and foundations for an organization that promotes hospitality
- B) selling guest and conference hotel rooms and other hotel services to organizations
- C) working as a front desk clerk at a hotel
- D) servicing requests from guests at an upscale resort
- E) managing the banquet hall at a large restaurant/catering facility

5. Right before graduation, Rina receives two job offers. One is for a sales position and offers a base annum salary of \$30,000 plus commissions. The other is for a marketing assistant position and offers a straight annum salary of \$35,000. Which of the following is likely to be true about the two positions?

- A) The sales job could end up paying more than the marketing job if Rina does well and makes more than \$10,000 in commissions.
- B) The sales and marketing positions will have roughly equivalent duties, but different salaries.
- C) Rina will need more training to do the marketing job than to do the sales job.
- D) The marketing job pays more in salary because it is more demanding than the sales job is.
- E) The sales job relies more on personality and the marketing job relies more on skills.

**QUESTION THREE: Four branches****(7 Marks)**Attempt only **TWO** branches

- a) Explain why high-performance value-added salespeople earn much more than high-performance transactional salespeople.
- b) List and describe the five strategic steps of the Strategic Consultative/ Selling Model.
- c) Explain why personal selling is an important auxiliary skill needed by lawyers, engineers, accountants, and other professionals.
- d) Explain how value-added selling strategies enhance personal selling.

Question Three answer: Branch No.:

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Wish you all the best