



MANAGEMENT OF SALES & CUSTOMER SERVICE

THURSDAY, AUGUST 21, 2003. TIME: 2.00 pm - 5.00 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

(Note: Marks are awarded for the relevant use of contemporary Irish and international examples of marketing practice)

1. Sales management is complex; it entails a range of tasks undertaken at a number of levels. Describe these tasks, and explain how the emphasis varies between sales supervisors, sales managers and sales directors.
2. The organization and management of key accounts has become one of the issues in sales management. Describe key accounts and critically assess their impact on traditional sales structures.
3. Changes in the internal and external environment are causing many organizations to redesign individual jobs as team functions. What are the implications for sales management and organisation structures?
4. Compensation has a major impact on the motivation and performance of salespeople. Discuss using your knowledge of motivation theory.
5. "Eighty percent of your sales effort comes from the top 20 percent of the sales team, so it is important to retain them". How do you do so in the current economic climate of declining sales?

P.T.O.

6. The easy part of sales performance evaluation is measuring output. The

difficult part is to assess the relevant inputs and measure them effectively. Discuss.

7. “The supervision element in sales management is that aspect of leadership which directs sales subordinates in the daily performance of their selling job.” Describe the normal tasks in supervision, the typical problems that could arise and your solutions, and the impact supervision has on the sales person.
8. Only recently, perhaps in the last ten to fifteen years, have companies begun to look toward channel differentiation as a key source of competitive advantage. Discuss.