

SULIT



BAHAGIAN PEPERIKSAAN DAN PENILAIAN
JABATAN PENDIDIKAN POLITEKNIK
KEMENTERIAN PENDIDIKAN TINGGI

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR
SESI DISEMBER 2015

DPM3013 : SALES MANAGEMENT

TARIKH : 10 APRIL 2016
MASA : 8.30 AM- 10.30 AM (2 JAM)

Kertas ini mengandungi ENAM (6) halaman bercetak.
ESEI (4 soalan)
Dokumen sokongan yang disertakan : Tiada

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIARAHKAN

(CLO yang tertera hanya sebagai rujukan)

SULIT

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INSTRUCTION:

This section consists of **FOUR (4)** essay questions. Answer **ALL** questions.

ARAHAN:

Bahagian ini mengandungi EMPAT (4) soalan esei. Jawab SEMUA soalan.

QUESTION 1**SOALAN 1**

- CLO1
C1 (a) Explain **FIVE (5)** functions of salespeople.
Terangkan LIMA (5) fungsi jurujual.
- [10 marks]
[10 markah]
- CLO1
C3 (b) Sales managers would encounter some problems when performing their duties. Identify how sales managers handle their problems in:
- i) Establishing effective plan of organization
ii) Managing Sales Force.
- Pengurus jualan kemungkinan akan menghadapi masalah semasa menjalankan tugas mereka. Kenal pasti bagaimana pengurus jualan menangani masalah mereka di dalam:*
- i) *Membangunkan perancangan organisasi yang berkesan*
ii) *Menguruskan tenaga jualan.*
- [10 marks]
[10 markah]
- CLO1
C4 Determine **TWO (2)** external environment factors that could impact the sales of PERODUA cars.
Kenalpasti DUA (2) faktor persekitaran luaran yang boleh memberi kesan kepada jualan kereta PERODUA.
- [5 marks]
[5 markah]

QUESTION 2

SOALAN 2

Time management is the act or process of planning and exercising control over the amount of time spent on specific activities in order to increase effectiveness, efficiency or productivity.

Pengurusan masa adalah tindakan atau proses perancangan dan melaksanakan kawalan ke atas keseluruhan masa yang digunakan untuk aktiviti spesifik dalam meningkatkan keberkesanan, kecekapan atau produktiviti.

CLO 1
C1

- (a) Identify **TWO (2)** importance of time management.

Kenalpasti DUA (2) kepentingan pengurusan masa.

[5 marks]

[5 markah]

CLO 1
C4

- (b) Explain any **TWO (2)** types of reimbursement plans in financial management.

Terangkan mana-mana DUA (2) jenis pelan pembayaran balik dalam pengurusan kewangan.

[5 marks]

[5 markah]

CLO 1
C2

- (c) Describe **FIVE (5)** ethical issues that can arise between salespeople and their employer.

Huraikan LIMA (5) isu etika jurujual yang boleh timbul di antara jurujual dengan majikan mereka.

[15 marks]

[15 markah]

QUESTION 3

SOALAN 3

CLO 2
C4

- (a) There are many sources for the salesperson to obtain prospects. Explain **TWO (2)** reasons on why the referral method is the best source of prospecting.

Jurujual boleh mendapatkan prospek dengan pelbagai sumber. Terangkan DUA (2) sebab kenapa kaedah rujukan merupakan sumber prospek yang terbaik.

[5 marks]

[5 markah]

CLO 2
C1

- (b) There are numerous forms of visual aids that could be used in a sales presentation. List **FIVE (5)** importance of the visual aids.

Terdapat pelbagai bentuk alat bantuan visual yang boleh digunakan dalam pembentangan penjualan. Senaraikan LIMA (5) kepentingan alat bantuan visual.

[5 marks]

[5 markah]

CLO 2
C3

- (c) Pre approach is referred to the planning the sales call before the actual meeting with the prospect. Explain **FIVE (5)** pre approach planning that a salesperson should do before meeting the prospect.

Pra pendekatan merupakan perancangan pertemuan jualan sebelum pertemuan sebenar dengan prospek. Terangkan LIMA (5) pra pendekatan yang perlu dibuat oleh jurujual sebelum bertemu dengan prospek.

[15 marks]

[15 markah]

QUESTION 4
SOALAN 4CLO3
C4

CAREER OPPORTUNITIES
PRINCIPAL/ADMINISTRATOR

We are looking for a hard-working, result-oriented, team leader PRINCIPAL/ADMINISTRATOR on Contract Basis for its project of chain of Institute of Tourism & Hotel Management (ITHM).

Qualification
Master Degree in Hospitality Institutes Management, Business Administration, Hotel Management, OR equivalent degree with minimum 16 years of Education. Higher and Foreign qualification will be given consideration. Computer Skills such as Ms Office, Internet, e-communication are required.

Key Skills
Development of Appropriate Courses, Executive Level Management, Faculty Management, Preparation of the Financial Plan and Budget, Franchise Operations & Management, Curriculum Development & Review

Age 35-50 years

Experience Minimum 10-Years work experience in Institutes Management, Hotel Management, Culinary Art, Tourism OR relevant business. 3 years experience should be in leadership role OR at decision making level.

Salary Package Negotiable

Send your application and Resume on below mentioned address. Last date of submission of Application is 30-01-2014.

MANAGER (ADMINISTRATION)
151-Abu Bakar Block, New Garden Town, Lahore. Mob: 0300-9473946

Picture 1
Rajah 1

a) Based on **Picture 1** above, determine the company's
Berpandukan pada Rajah 1 di atas, kenalpasti

i) job description

huraian kerja

[2 marks]

[2 markah]

ii) job specification.

spesifikasi kerja

[3 marks]

[3 markah]

CLO3
C1b) Explain **FIVE (5)** qualities of a good salesperson.*Terangkan LIMA (5) kualiti yang perlu ada pada seorang jurujual yang baik.*

[10 marks]

[10 markah]

CLO3
C2c) Explain **TWO (2)** types of reimbursement plan that can be implemented in a company.*Terangkan DUA (2) jenis pelan pembayaran balik yang boleh dilaksanakan di dalam syarikat.*

[10 marks]

[10 markah]

SOALAN TAMAT