# Linnæus University
Sweden

## Cover Sheet for Written Examinations

(Can also be used in the examinations box.)
This sheet should always be submitted.
NB Any loose sheets must always be attached to the examination script

| | | |
|---|---|---|
| **School** Linneaus University | | |
| **Written examination in sub-component course** 1FE172 Written exam Technical sales, 4 hp | | **Examination code** 1601 |
| **Course / degree programme** ISM | | |
| **Date** 2017-09-22 | **Time** 09.00-13.00 | **Place** CIL |
| **Total number of pages submitted** 6 inkl. this one | **Examination aids permitted** No caluculators allowed, only in the exam hall provided dictionary | |
| **Miscellaneous** Write your answers within the exam. If you need additional space use extra papers provided with the exam-attendant. Mark those with your code and the number of the question the text relates to. | | |
| **Teacher responsible for examination** Tomas Nilsson | **Visited examination hall** ☐ Yes   Time                              ☒ No | |
| **Can be reached on the following telephone number**                                                            Time | | |

| **Examination coversheet** |
|---|
| ☐ Yes, coversheet can be distributed (answers should be written on the loose pieces of paper) ☐ No, coversheet cannot be distributed (answers should be written on the question sheet) |

NB Name and Swedish civic registration number should be written in ink

| **Examinee's code** | | |
|---|---|---|
| **Programme / course** | | |
| **No. of credits** | **Grade** | **Teacher code** |

**Instructions**

Examination scripts can be handed in at the earliest after 50 minutes after the start of the examination (any late examinees are thereby given the opportunity to participate). Examinees should always bring ID with them.

| **ID shown** ☐ Yes  ☐ No | **Examination script submitted at (time)** | **Signature of invigilator** |
|---|---|---|

# 1FE172:1 Technical Sales

The space after a question indicates the expected length of the answer, and so does the maximum point for the question. You have plenty of time to carefully plan, write and re-think/re-write every answer. Use all the time available. Write so it is possible to read, or the exam will not be graded (for obvious reasons). Good luck!

1) Cheverton's definition of Key Account Management (KAM) has six elements. Which are these six elements? (3 points)

2) Cheverton presents three broad types of *customer decision-making-units* (DMU). Explain them briefly. (3 points)

3) Draw a graphical model of Cheverton's "value machine" to show the main concepts and how they are related. (3 points)

4)  Jobber&Lancaster argue (in the chapter about "Sales forecasting and budgeting") that sales leaders need to pay attention to 4 main areas to do a good sales forecast. Which are these 4 areas? (2 points)

5)  Friend *et al* (2014) have studied buyers' perspective on key account sales failures. They found three overall reasons for sales failures. Explain them briefly. (3 points)

6)  Explain the model "duet key account management". (4 points)

7) Creating and maintaining a well-motivated salesforce is a challenging task. Describe and discuss the *salesforce motivation process* according to Jobber&Lancaster. Include practical motivating factors in your answer. (8 points)

Your answer should be theoretically informed, argumentative (present claims and valid arguments), substantial (a full page) and well organized. You may also use relevant examples in your reasoning.

8) We have addressed the question about Key Account Managers' knowledge and skills several times during the lectures. What are your conclusions? What knowledge and skills should a Key Account Manager have to be able to deal with everyday Key Account Management challenges? (12 points)

Your answer should be <u>theoretically informed</u> (use both Cheverton and the articles), <u>argumentative</u> (present claims and valid arguments), <u>substantial</u> (at least two pages), <u>well organized,</u> and include a <u>conclusion</u> of your reasoning. You may also use <u>relevant examples</u> in your reasoning.

Continue