



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY
DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

SALES AND MARKETING MANAGEMENT

MODULE: Sales Management

PAPER NO: 531/23/M06

PAPER NO: 531/21/S06

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any five (5) questions.
2. All questions carry equal marks.
3. Start new question on a fresh page.

This paper consists of 2 printed pages.

QUESTION 1

Outline in five (5) ways the importance of database. (20 marks)

QUESTION 2

Explain in five (5) ways the purpose of Sales Budgeting. (20 marks)

QUESTION 3

Elaborate on any five (5) roles of forecasting in budgeting. (20 marks)

QUESTION 4

Discuss the importance of sales quotas in marketing. (20 marks)

QUESTION 5

Examine any five (5) types of performance evaluation. (20 marks)

QUESTION 6

Elaborate on any five (5) push and pull strategies in promoting company products. (20 marks)

QUESTION 7

Analyse any five (5) types of performance appraisal. (20 marks)

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