

WOMEN'S UNIVERSITY IN AFRICA



Addressing gender disparity and fostering equity in University Education

FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES

**BSc HONOURS DEGREE IN MANAGEMENT AND ENTREPRENEURIAL
DEVELOPMENT STUDIES SPECIALISING IN MANAGEMENT & MARKETING**

MAIN PAPER

BMM 221 : SALES MANAGEMENT

INTAKE 25 : SECOND YEAR FIRST SEMESTER

TIME : 2 HOURS

INSTRUCTIONS TO CANDIDATES

Answer Question 1 and any other two

Question 1

Euro's Pizza restaurant

In 1964, James R. Eure, a born entrepreneur and retired Air Force officer opened a "Pizza Place" in Stephenville, a small town in Texas with population of 7,000 people. Eure did not know much about the restaurant business, however, he figured he will learn on the way. Despite of Eure's amateur cooking attempts, the start-up turned out to be popular beyond any expectations. After several months of constantly increasing demand, Eure was already building a bigger restaurant.

Eure's pizza restaurant was quite an innovation for a little town during the 60s. Eure had a good insight and intuition. For example, he has noticed that people enjoy privacy and introduced privacy booths. He understood quite fast the importance of gimmicks and word-of-mouth advertisement.

Out of personal reason Eure had to move to Austin, Texas in 1968 and leave the successful enterprise. In a short while he opened a pizza restaurant in Austin, which also turned out to be successful. One year after the first Austin "Pizza Place" the second one was opened, and was followed by the third.

In 1971, Eure opened his fifth Austin-based pizza restaurant in a shopping centre, which he believes was the first pizza place in a shopping mall. Eure took very careful approach to business and thoroughly considered every adjustment, including the decision to change the name from "Pizza Place" to "Mr.Gatti's."

Managing employees turned out to be not an easy task for Eure. He admitted that he was not an easy person to work for and he has problems delegating authority and trusting his employees, however, he was trying to overcome these problems. Eure did not engage into price wars and described his target audience as "sophisticated, mature crowd." The product mix in the restaurants was simple. As Eure explains, he wanted to do what he can do best and not take efforts away from selling pizza. Eure described his promotion strategy as "give our name and what we do and then we're gone."

To manage the restaurants, Eure came up with two principles, the “commissary principle” and “idiot-proofing,” which meant that most of the stocking and pizza preparation was done in the back of the restaurant.

Required:

- a) Discuss the problems and possible solutions to the problems faced by Eure in the case. [20]
- b) Analyse the role of Personal Selling in the expansion and success of Euro Pizza restaurant. [20]

Question 2

Examine the major four (4) activities in the Preparation stage of the Personal selling process. [20]

Question 3

With the aid of examples, discuss any five (5) Sales prospecting techniques. [20]

Question 4

Examine any five benefits of supervision in sales management. [20]

Question 5

Critically evaluate four reasons why it is important to look in the eyes of a prospective customer during the presentation stage. [20]

Question 6

Examine some of the stereotypes that have affected women in the discipline of sales Management and propose ways of overcoming the stated stereotypes. [20]

END