

MAKERERE UNIVERSITY BUSINESS SCHOOL
COURSEWORK ONE TEST FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
OF MAKERERE UNIVERSITY ACADEMIC YEAR 2025/2026

COURSE NAME:	SALES FORCE MANAGEMENT	YEAR OF STUDY:	TWO
COURSE CODE:	MBA 8133	DATE:	19/09/2025
SEMESTER:	ONE	TIME:	SPECIFIED DUE DATE

INSTRUCTIONS:

1. This is a **TAKE-HOME** Group (**Bravo**) Coursework Test
 2. Answer **ALL** Questions that follow.
 3. All answers should be type-written.
 4. The due date for submission is 02/10/2025 at 12:00 Noon.
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Selling in Fundi Two

The second case in study A is represented by Fundi Two, which is a medium-sized company in the engineering industry. The main products sold by the company are mobile and stationary lifts. The company sells its products in more than 25 countries throughout the world. Internationally, Fundi Two sells through general agents, while in Uganda, the company sells directly to local councils and municipalities, for example.

The products sold by Fundi Two are all to be considered as complex; therefore, the company is performing selling in the new selling task and modified selling task situations. When the company sells products to a new customer, a new selling task is discerned, while selling directed toward an existing customer is classified as a modified selling task. In both selling situations, selling is performed quite differently, depending on whether the company is selling on the international market or on the Ugandan market. Thus, the presentation of the two selling situations was further divided to account for differences in selling on the international and Ugandan markets.

In a new selling task, when selling internationally, Fundi Two tries to get the potential customer to adopt the company's way of thinking through activities such as inviting the potential customer to visit the company. Fundi Two does not spend much time in finding new general agents. According to the company, it receives sufficient inquiries from prospective agents. The company spends a lot of time evaluating the potential customers and trying to adapt the customer to Fundi Two's way of working. Several individuals from different functions in Fundi Two are involved in selling efforts directed toward potential customers. The Ugandan Division is responsible for selling on the Ugandan market. In Uganda, the traditional segments do not contain any new customers. Instead, selling to new customers in Uganda involves finding new segments like construction companies, individual hospitals, and nursing homes. Here, selling activities are centered on inviting the potential customer to the company to discuss products.

In the modified selling task, when Fundi Two is selling internationally, the company is continuously trying to stay in contact with the existing customers in order to support and help

the customer. Fundi Two also tries to get the existing customer to adopt the company's way of thinking. In this situation, several individuals from various functions are involved in selling. Training is perhaps the most important selling activity and is performed by the salespeople. Other activities in which salespeople are engaged include product demonstration, product testing, planning and design, telephone support, and order processing.

Disclaimer: This Case has been adapted

Questions

Note that for each question, referring to the Case, you are required to provide arguments that support your position, researched from class work/notes, textbooks, or publications.

1. Examine the complexity of products and explain how this was resolved using the perspective of a salesperson. **[10 Marks]**
2. Examine the selling situations and explain how this was resolved using the perspective of a salesperson. **[05 Marks]**
3. Explain the dimensions of selling used and provide explanations of why you think they were opted for. **[05 Marks]**
4. Identify who in **Fundi Two** performs selling activities and justify why this option was preferred by the organisation. **[05 Marks]**
5. Identify whether other specialist functions were required and justify why this strategy could have been deemed applicable by **Fundi Two** while selling. **[05 Marks]**
6. Explain how and why **Fundi Two** handled the availability of resources for the selling function. **[05 Marks]**
7. Identify the types of customers that were targeted by **Fundi Two** and explain why they could have been sought after. **[05 Marks]**