

ASSESSMENT # 15

Total Marks: 30

Answer the following questions:

1. Provide short answers for the following questions: (15)
 - i. What is sales key account management?
 - ii. Describe the three features of key account management.
 - iii. What is global account management (GAM)?
2. Key account management can be advantageous and disadvantageous to sellers - discuss why. (7)
3. What must be considered when deciding whether to use key account management? (8)