

ASSESSMENT # 11**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)**