



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_1 EXAMINATION

COURSE CODE: MKT306

COURSE TITLE: DISTRIBUTION AND SALES MANAGEMENT

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt question one (1) and any other three (3) questions; four questions in all

3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.

4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2½ Hours.

Q1a. Discuss the basic types of sales force organization. Mention the merits and demerits of each **(16marks)**.

Q1b. Highlight the principles of professional selling **(4marks)**.

Q1c. Enumerate the major Objectives of Sales Force Compensation programme **(5marks)**.

Q2a. Explain the procedures for setting up a sales organization **(10marks)**.

Q2b. Mention types of Sales Quotas known to you? **(5marks)**.

Q3. List any 15 weaknesses of a sales force **(15marks)**.

Q4a. Give a detail explanation of the term “Prospecting” **(6marks)**.

Q4b. List and explain the Methods of Locating Prospects **(9marks)**.

Q5a. How should the size of a sales territory be determined? **(5marks)**

Q5b. Mention and explain five main reasons why most companies establish territories **(10marks)**

Q6. What personal characteristics must one possess to become successful in personal selling? **(15marks)**.