



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2021\_2 EXAMINATION**

**COURSE CODE: MKT 306**

**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**

**Question 1.**

**You are to read the essay bellow and answer the questions that follow.**

Bay Automobiles is a car manufacturer that makes four types of cars: Sedan, Trucks, SUV and Sports Cars. The company has been in operation for over 20 years and all types of cars have generally sold very well. Four years ago, they introduced a new Sedan model (2017), which has not been selling as good as other models or the other types of cars. A number of customers that purchased this model have returned it and exchanged it for another model, this has attributed to dwindling sales. Management wants to find out what the issue is and has tasked its sales team to go out and collect Product Problem report from its customers that have purchased it and why new customers do not want to buy it.

You are a part of the sales team that have been tasked with this assignment. The Preliminary feedback from the customers, showed that the major issues they had were:

- The car sensors keep beeping, even when there is no object near the car.
- The car is consuming a lot of petrol.
- The speakers and indicator lights are faulty, which means an electrical issue.

You are to answer the following questions:

- a. Explain what a Product Problem Report is. (5 marks)
- b. Outline eight (8) areas that your research will cover for the Report. (10 marks)
- c. Based on the information that you gathered from customers, what recommendations will you make to management. (5 marks)
- d. Apart from the Product Problem report, what other types of report can you do to gather information for the Company, which will help in decision making and sales forecast? Identify and explain each type of report. (5 marks)

Question 2

- a. Describe the what a Sales Force Organization is. (5 marks)
- b. Enumerate the five purposes of a Sales Force Organization. (10 marks)

Question 3.

- a. Outline the schematic steps of a training cycle. (5 marks)
- b. As a sales manager at a beverage company, you want to carry out a general training programme for your sales team. State and explain the content of your training programme. (10 marks)

Question 4

You a Sales representative for a Furniture company. You have both industrial and end-user clients. You are going to sell your new furniture line to both of them. In a tabular format, compare your selling process of your Government Client and End-User Client. (15 marks)

Question 5

Describe the three basic types of compensation plans. (15 marks)