



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI – ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**2019\_1 EXAMINATION**

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**COURSE CODE: MKT306**

**CREDIT UNIT: 3**

**COURSE TITLE: DISTRIBUTION AND SALES MANAGEMENT**

**TIME ALLOWED: 2<sup>1/2</sup> HOURS**

**INSTRUCTIONS:**

- 1. Attempt Question One (1) and any other three (3) questions**
  - 2. Question 1 carries 25 marks, while the other questions carry 15 marks each.**
  - 3. Present all points in coherent and orderly manner**
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1a. Identify and explain the unethical practices of sales personnel in an organization.

**(15 marks)**

b. Itemize five (5) areas of social responsibility of sales personnel. **(5 marks)**

c. Enumerate the different forms of sales quota. **(5 marks)**

2. Discuss the benefits of sales quota to an organisation. **(15 marks)**

3. Carefully explain the factors influencing sales force organisation. **(15 marks)**

4a. Discuss the classification of salesmen according to task and position. **(10 marks)**

b. What is sales management? **(5 marks)**

5a. Discuss the procedures for setting up a sales organisation **(10 marks)**

b. Itemize any ten (10) sales force organisational structure **(5 marks)**

6a. Explain the following items:

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|---------------------|--------------------|
| (i) Sales meeting   | <b>(1.5 marks)</b> |
| (ii) Convention     | <b>(1.5 marks)</b> |
| (iii) Sales Contest | <b>(2 marks)</b>   |

b. Discuss factors considered in determining the size of a sales territory. **(10 marks)**