



NATIONAL OPEN UNIVERSITY OF NIGERIA

91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
JANUARY 2018 EXAMINATION

EXAM QUESTIONS

COURSE CODE: MKT 306

CREDIT UNIT: 3

COURSE TITLE: DISTRIBUTION AND SALES MANAGEMENT

TIME ALLOWED: 2 HOURS 30 minutes

- INSTRUCTIONS:**
- 1. Attempt question number one (1) and any other (3) questions.**
 - 2. Question number 1 carries 25 marks, while the other three questions carry 15 marks each.**
 - 3. Present all your points in a coherent and orderly manner.**

Question 1

- A. (a) Highlight the reasons why proper management of the salesforce is considered critical for an organization (2 marks)
(b) Discuss the key aspects of sales management. (8 marks)
- B. Identify the specific tasks of a good salesperson. (5 marks).
- C. Beyond the situation-specific factors, explain the other factors that influence the salesperson's functions and role expectations. (4 marks)
- D. (a) State the specific responsibilities of a salesperson to the organization (3 marks)
(b) State the specific responsibilities of a salesperson to the customer. (3 marks)

Question 2

- A. "The information that salesmen gather serve various purposes." Discuss. (7 marks)
- B. Itemize the principles of professional selling. (2 marks)
- C. Describe the procedures for setting up a sales organization? (6 marks)

Question 3

- A. (a) Explain the “line salesforce organization” structure (5 marks)
(b) Identify its advantages and disadvantages. (3 marks)
- B. List twelve personal qualities of a good salesperson. (4 marks)
- C. Mention five typical weaknesses of the salesforce that can necessitate a sales training programme. (3 marks)

Question 4

- A. List five contents of a typical sales training programme. (3 marks)
- B. What are the tactics that a salesperson can employ to gain attention and hold the interest of prospects? (8 marks)
- C. Identify the objectives of salesforce compensation plan. (4 marks)

Question 5

- A. (a) In what kind of situations can a “straight salary compensation plan be considered appropriate? (4 marks)
(b) What are its advantages and disadvantages? (4 marks)
- B. Highlight the reasons for creation of territories for salespeople. (4 marks)
- C. Mention the points stated in the “Eight Objective Agenda” of sales quota benefits. (3marks)

Question 6

- A. List the ways in which organizations benefit from sales forecasting? (3 marks)
- B. What are the practical reasons why organizations implement ethical responsibility and social responsibility? (3 marks)
- C. (a) State five actions of a salesperson that can be seen as unethical behavior (6 marks)
(b) Itemize ten corporate social responsibility activities. (3 marks)