



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2022_2 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

Question1.

You are to read the case study below and answer the questions that follow;

Adobe Stores is a furniture making company with its warehouse and retail outlet located in Lagos. Adobe stores have been operating for the past 15 years. It is a traditional business that has only a physical store. For the first 10 years of the business, their sales have been very good, with 70% of its goods sold every month. However, over the past 5 years, the company's sales have dropped by 40%, this is due to poor communication within the organization, sales promotions not being aligned with the right product, poor customer retention, and stiff competition. As a result, top management, has hired you as the new sales manager and also additional sales representatives. Your job is to increase sales, acquire new customers and retain old customers.

Based on the case study above, you are to answer the following questions:

- a. State and explain the tasks that the Sales Manager has to go through in order to identify potential buyers and convert to customers. (15 marks)
- b. You are to develop a sales strategy on how you plan on increasing sales. Illustrate this sales plan, and give reasons for each step taken. (10 marks)

Question2.

- a. Examine the roles of information flow from consumers to producers within the framework of marketing management. (10 marks)
- b. Outline the four sources of information that make up a marketing information system. (5 marks)

Question3.

Discuss the Principles of Professional Selling that every Sales person must know. (15 marks)

Question4.

- a. Enumerate the procedures for setting up a Sales Organization. (10 marks)
- b. Analyse the four basic types of Sales Force Organization. (5 marks)

Question5

- a. State the requirements of a good sales compensation plan. (10 marks)
- b. Outline the objectives of Sales Force Compensation. (5 marks)