



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_1 POP EXAMINATION.

COURSE CODE: Distribution & Sales Management

COURSE TITLE: MKT306

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.

- A. Define sales management (5 Marks)
- B. Explain the interface of sales force with other organizational functions (5 Marks)
- C. Discuss the key aspects of sales management. (15 Marks)

Question 2.

- A. Discuss the selling function of salesmen (5 Marks)
- B. List and explain the specific responsibilities of salesmen to their buyers and organizations. (10 Marks)

Question 3.

- A. Describe the types of Information Salesmen Gather. (5 Marks)
- B. list and explain the specific roles of information flow from consumers to producers within the framework of marketing management (10 Marks)

Question 4.

Explain the following personal characteristics of a successful salesman

- a. Honesty (5 Marks)
- b. Intelligence (5 Marks)
- c. Empathy (5 Marks)

Question 5.

- A. Elaborate on the difference between Principles of Professional Selling and Professional Spirit (10 Marks)
- B. List FIVE (5) characteristics of salesmen. (5 Marks)