



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2024_2 EXAMINATION

Course Code: MKT 306

Course Title: Distribution and Sales Management

Credit Unit: 3

Instructions: 1. Indicate your Matriculation Number clearly
2. Attempt Question 1 and any other three (3) questions
3. Question 1 is compulsory and carries 25 marks while the other 3 questions carry 15 marks each
4. Present all your points in a coherent and orderly manner

Time Allowed: 2 ½ Hours

- 1 (a) 'Nothing happens in a firm until a sale is made' is a popular maxim in sales management. Justify this assertion with three (3) valid points. **6 marks**
(b) Outline and explain four (4) essential functions of salesforce. **9 marks**
(c) Explain the five (5) most important factors that a sales manager can deploy to motivate his/her salesforce. **10 marks**
2. (a) What do you understand by functional sales organization and how does it differ from line organizational structure? **6 marks**
(b) Identify five (5) advantages and four (4) shortfalls of line sales organizational structure. **9 marks**
- 3 (a) Highlight three (3) essential sources of salesforce motivation. **3 marks**
(b) Discuss in an applied manner, four (4) benefits of a sales quota to an organization. **12 marks**
- 4 (a) Describe what is meant by a straight commission plan and the factors that aid its application. **7 marks**
(b) Present a discursive analysis of the two broad methods for sales budget determination. **8 marks**
- 5 (a) Itemize five (5) social responsibility activities which a firm can actively perform in a society. **5 marks**
(b) In what five (5) major ways is sales forecast important to a business? **10 marks**