



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_2 EXAMINATIONS.....

COURSE CODE: MKT306

COURSE TITLE: Distribution & 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

Question 1.

- A. Describe, extensively the purposes of sales force organization (20 Marks)
- B. Discuss the key aspects of sales management. (5 Marks)

Question 2.

- A. List eight (8) advantages of line sales force structure (8 Marks)
- B. List eight (4) disadvantages of line sales force structure (4 Marks)
- C. Explain the concept of Organization by territory or geography (3 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. Explain the forms of specialization in the sales force organization (7.5 Marks)
- B. List and explain the factors that determine a sales force organization. (7.5 Marks)