



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

2024 1 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) Evaluate two (2) types of information that salesmen gather. **6 marks**
- (b) What are the various sales situations that could be identified based on sales positions? **7 marks**
- (c) Salesmen who are in the business of personal selling must adhere to certain professional codes of practice which guide the profession. Explain the four (4) most important of those principles of professional selling. **12 marks**
2. (a) Outline and briefly explain the two (2) major approaches to salesforce training. **6 marks**
- (b) The salesforce selection activity follows a well-defined procedure. Briefly explain the procedural steps involved in that selection process. **9 marks**
- 3 (a) Expansively explain what you understand by the term prospecting. **6 marks**
- (b) Critically examine the three (3) essential methods a salesman can deploy to locate prospects. **9 marks**
- 4 (a) Briefly explain three (3) crucial purposes of sales budgeting. **6 marks**
- (b) Explain four (3) major advantages and two (2) drawbacks of the straight salary plan means of salesforce compensation. **9 marks**
- 5 (a) What are the three (3) main disadvantages associated with deploying salesmen to forecast sales? **6 marks**
- (b) State and explain three (3) important bases for analyzing sales volume. **9 marks**