

## NATIONAL OPEN UNIVERSITY OF NIGERIA

Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja FACULTY OF MANAGEMENT SCIENCES 2020\_1 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.

Q1a. Discuss the basic types of sales force organization. Mention the merits and demerits of each (16marks).

Q1b. Highlight the principles of professional selling (4marks).

Q1c. Enumerate the major Objectives of Sales Force Compensation programme (5marks).

Q2a. Explain the procedures for setting up a sales organization (10marks).

Q2b. Mention types of Sales Quotas known to you? (5marks).

Q3. List any 15 weaknesses of a sales force (15marks).

Q4a. Give a detail explanation of the term "Prospecting" (6marks).

Q4b.List and explain the Methods of Locating Prospects (9marks).

Q5a. How should the size of a sales territory be determined? (5marks)

Q5b. Mention and explain five main reasons why most companies establish territories (10marks)

Q6. What personal characteristics must one possess to become successful in personal selling? (15marks).