



NATIONAL OPEN UNIVERSITY OF NIGERIA

91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja

FACULTY OF MANAGEMENT SCIENCES

2025_2 EXAMINATIONS

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) Itemize ten (10) critical weaknesses of salesforce. **5 marks**
(b) Itemize and briefly explain four (4) major organization units that a firm's salesforce must interface with. **8 marks**
(c) Four important considerations inform the need for proper management of the salesforce. Explain each of the four (4) considerations with three clear points each. **12 marks**
2. (a) Mention three (3) important aspects of sales management. **3 marks**
(b) Evaluate the six critical information-gathering functions of salesmen. **12 marks**
- 3 (a) What do you understand by the committee type of salesforce organization? **6 marks**
(b) Explain three major ways in which the committee's salesforce organizational structure can be detrimental to the organization. **9 marks**
- 4 (a) Define sales quotas using your own choice of words. **3 marks**
(b) Discuss the application of the following types of sales quotas: i) sales-volume quotas; ii) activity quotas; iii) profit quotas; and iv) expense budget quotas. **12 marks**
- 5 (a) Outline four (4) practical reasons that necessitated the current emphasis on ethics and social responsibility in business. **4 marks**
(b) What do you understand by the term ethics? **5 marks**
(c) What are the essential elements of the follow-up phase of the selling process? **6 marks**