

## SALESMANSHIP

### SCHEME OF EXAMINATION

There will be two papers, Paper 1 and Paper 2 – both of which will constitute a composite paper to be taken at one sitting.

**PAPER 1:** Will consist of forty (40) multiple choice questions, all of which are to be answered in fifty (50) minutes for 20 marks.

**PAPER 2:** Will consist of seven (7) essay questions out of which candidates will be required to answer any five (5) for eighty (80) marks. The Paper will last 2 hours.

### DETAILED SYLLABUS

S/N	CONTENTS	TOPICS AND NOTES
1.	PRINCIPLE OF SALESMANSHIP	<p><b>A. Introduction To Salesmanship:</b></p> <ul style="list-style-type: none"><li>i. Definition of salesmanship.</li><li>ii. History of salesmanship.</li><li>iii. Development of salesmanship in Nigeria</li><li>iv. Importance of salesmanship.</li></ul> <p><b>B. Concept Of Salesmanship:</b></p> <ul style="list-style-type: none"><li>i. Explanation of basic terms in salesmanship;<ul style="list-style-type: none"><li>(a) Selling,</li><li>(b) Consumer satisfaction,</li><li>(c) Profit maximization.</li></ul></li><li>ii. The meaning and application of the concept of salesmanship.</li><li>iii. The objectives of the salesman to;<ul style="list-style-type: none"><li>(a) the company,</li><li>(b) Himself,</li><li>(c) Customer,</li></ul></li></ul> <p><b>C. Characteristics Of A Salesman-</b> Motivation, Friendliness, Confidence, Persuasiveness and Politeness.</p> <p><b>D. Functions Of A Salesman to:</b></p> <ul style="list-style-type: none"><li>i. Customers,</li><li>ii. Company,</li></ul>

		<ul style="list-style-type: none"> <li>iii. Government,</li> <li>iv. Public or its environment.</li> </ul> <p><b>E. Salesmanship And Marketing:</b></p> <ul style="list-style-type: none"> <li>i. The relationship between salesmanship and marketing,</li> <li>ii. The differences between salesmanship and marketing,</li> <li>iii. The skills needed in salesmanship.</li> </ul> <p><b>F. Job/ Career Opportunities In Salesmanship:</b></p> <ul style="list-style-type: none"> <li>i. Relevance of salesmanship as a course of study</li> <li>ii. Self reliance/employment</li> </ul> <p><b>G. Types Of Salesman:</b></p> <ul style="list-style-type: none"> <li>i. Industrial Salesman,</li> <li>ii. Sales Representative/ marketing Representative</li> <li>iii. Retail salesman,</li> <li>iv. Wholesale Salesman,</li> <li>v. Functions of each type.</li> </ul>
2.	<b>SALES MANAGEMENT</b>	<p><b>A. Sales management:</b></p> <ul style="list-style-type: none"> <li>i. Definition of sales management,</li> <li>ii. Roles and techniques of a sales manager,</li> <li>iii. Sales decisions,</li> <li>iv. Factors affecting sales,</li> <li>v. Company objectives and sales force decision,</li> <li>vi. Roles of sales force.</li> </ul> <p><b>B. Sales Forecasting:</b></p> <ul style="list-style-type: none"> <li>i. Definition of sales forecast,</li> <li>ii. Methods of sales forecasting,</li> <li>iii. Uses and users of sales forecasting,</li> <li>iv. Advantages and Disadvantages of Sales forecasting,</li> <li>v. Meaning of market survey,</li> <li>vi. Importance of market survey to salesman and producer.</li> </ul>
3.	<b>ADVERTISING AND SALES PROMOTION</b>	<p><b>A. Advertising:</b></p> <ul style="list-style-type: none"> <li>i. Definition,</li> <li>ii. Types of advertising</li> </ul>

		<ul style="list-style-type: none"> <li>iii. Types of advertising media,</li> <li>iv. Advantages and disadvantages</li> <li>v. Reasons for advertising to the company and the salesman.</li> </ul> <p><b>B. Communication Process:</b></p> <ul style="list-style-type: none"> <li>i. Definition,</li> <li>ii. Means,</li> <li>iii. Importance of communication to salesman.</li> <li>iv. Barriers in communication.</li> </ul> <p><b>C. Branding And Packaging:</b></p> <ul style="list-style-type: none"> <li>i. Definition of Branding and Packaging,</li> <li>ii. Types,</li> <li>iii. Importance,</li> <li>iv. Advantages and disadvantages.</li> </ul> <p><b>D. Promotion:</b></p> <ul style="list-style-type: none"> <li>i. Definition,</li> <li>ii. Types</li> <li>iii. Sales Incentives <ul style="list-style-type: none"> <li>(a) Gift items,</li> <li>(b) Discounts- Trade/ Cash, seasonal, quantity</li> </ul> </li> <li>iv. Importance of promotion to salesman</li> <li>v. Advantages and disadvantages of promotion.</li> </ul>
<p><b>4.</b></p>	<p><b>PRICING AND DEMAND</b></p>	<p><b>A. Pricing:</b></p> <ul style="list-style-type: none"> <li>i. Definition,</li> <li>ii. Importance of price fixing.</li> <li>iii. Methods/Strategies used in price determination,</li> <li>iv. Advantages and disadvantages of price fixing.</li> <li>v. Effect of price changes and customers behaviour</li> <li>vi. Problems of pricing.</li> </ul> <p><b>B. Demand:</b></p> <ul style="list-style-type: none"> <li>i. Meaning and types,</li> <li>ii. Factors affecting demand,</li> <li>iii. Laws of demand,</li> </ul>

		<ul style="list-style-type: none"> <li>iv. Effects of a change in demand,</li> <li>v. Market forces and pricing.</li> </ul> <p><b>C. Cost Base:</b></p> <ul style="list-style-type: none"> <li>i. Definition of cost,</li> <li>ii. Types of cost,</li> <li>iii. Differences between types of cost.</li> <li>iv. Determinant of cost,</li> <li>v. Theory of cost</li> <li>vi. Analysis/ Calculation of cost and profit.</li> </ul> <p><b>D. Discounts:</b></p> <ul style="list-style-type: none"> <li>i. Definition,</li> <li>ii. Types,</li> <li>iii. Importance and reasons for giving discounts to customers,</li> <li>iv. Differences between the various types of discounts.</li> </ul>
5.	CONSUMER BEHAVIOUR	<p><b>A. Consumer:</b></p> <ul style="list-style-type: none"> <li>i. Definition,</li> <li>ii. Meaning of consumer market,</li> <li>iii. Meaning of consumer behavior,</li> <li>iv. Factor affecting consumer buying behavior</li> <li>v. Types of buying decision,</li> </ul> <p><b>B. Decision Process:</b></p> <ul style="list-style-type: none"> <li>i. Meaning,</li> <li>ii. Relationship between decision process and sales,</li> <li>iii. Method of decision process,</li> <li>iv. Hierarchy of needs <ul style="list-style-type: none"> <li>(a) Psychological needs,</li> <li>(b) Sociological needs,</li> </ul> </li> <li>v. Factor affecting consumer decision making</li> <li>vi. Effect of consumer decision on sales,</li> <li>vii. Reasons for consumer decision</li> <li>viii. Problems associated with consumer decision process.</li> </ul> <p><b>C. Environmental Factors Affecting Consumer Behaviour:</b></p>

		<ul style="list-style-type: none"><li>i. Sociological factors:<ul style="list-style-type: none"><li>(a) Urban and Rural community,</li><li>(b) Family income,</li><li>(c) Occupation,</li><li>(d) Education,</li><li>(e) Age,</li><li>(f) Sex,</li><li>(g) Race/ Nationality,</li><li>(h) Religion/culture,</li></ul></li><li>ii. Characteristics of a conventional market,</li><li>iii. Customer attitudes and behavior.</li></ul> <p><b>D. Corporate Buying Behaviour:</b></p> <ul style="list-style-type: none"><li>i. Meaning of Corporate/industrial buyer</li><li>ii. Factors that influence corporate/industrial buying behaviour:<ul style="list-style-type: none"><li>(a) Quantity,</li><li>(b) Quality,</li><li>(c) Sources,</li><li>(d) Pricing,</li><li>(e) Delivery time.</li></ul></li></ul> <p><b>E. Major Sale Influence:</b></p> <ul style="list-style-type: none"><li>i. Product quality,</li><li>ii. Price in relation to quality,</li><li>iii. Factors that stimulate sales,</li><li>iv. Promotion influencing sales</li><li>v. Corporate image</li><li>vi. Differences between price, product and promotion.</li></ul>
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**DISTRIBUTION**

**A. Channels of Distribution:**

- i. Definition of distribution and channels of distribution,
- ii. Various channels of distribution,
- iii. Advantages and disadvantages of each channels of distributions
- iv. Problems,
- v. Factors affecting choice of channels distribution.

**C. Retailer:**

- i. Definition,
- ii. Functions
- iii. Advantages of retailership to
  - (a) The producer
  - (b) The customer

**D. Wholesaler:**

- i. Definition,
- ii. Types,
- iii. Functions to
  - (a) The producer,
  - (b) The consumer,
- iv. Advantages and disadvantages of wholesale trade

**E. Warehousing:**

- i. Meaning,
- ii. Types,
- iii. Advantages and Disadvantages.

**F. Consumer Co-operative Societies:**

- i. Definition,
- ii. Types,
- iii. History of consumer co-operative societies,
- iv. Functions of co-operative society to their member and the economy.
- v. Advantages and disadvantages.

<b>7.</b>	<b>INTERNATIONAL TRADE</b>	<b>A. Export trade and Import Trade:</b> <ul style="list-style-type: none"><li>i. Definitions,</li><li>ii. Types,</li><li>iii. Advantages and disadvantages</li><li>iv. Role of a salesman in import and export trade,</li><li>v. Differences between import trade and export trade.</li><li>vi. Barriers to international trade.</li></ul> <b>B. Basic concepts and documents used in import and export trade:</b> <ul style="list-style-type: none"><li>i. Definition of documents;</li><li>ii. Types of documents;</li><li>iii. Uses of each document;</li><li>iv. Examples of the document;</li><li>v. Explanation of the concepts:<ul style="list-style-type: none"><li>(a) Principle of comparative advantages,</li><li>(b) Terms of trade,</li><li>(c) Terms of payment,</li></ul></li></ul>

		<p>(d) Balance of trade and Balance of payment,</p> <p>vi. Differences between Balance Trade and Balance of payment.</p>
8.	<b>ENTREPRENUERSHIP AND FINANCE IN SALESMANSHIP</b>	<p><b>A. Concept Of Entrepreneurship In Salesmanship:</b></p> <p>i. Definition of entrepreneur and entrepreneurship,</p> <p>ii. Differences between entrepreneurship and entrepreneur,</p> <p>iii. Types of entrepreneur,</p> <p>iv. Objectives of an entrepreneur,</p> <p>v. Roles and Qualities of an entrepreneur</p> <p>vi. The ways a salesman can be an entrepreneur,</p> <p>vii. Problems of entrepreneurship,</p> <p>viii. Advantages of entrepreneurship.</p> <p><b>B. Finance In Salesmanship:</b></p> <p>i. Meaning of finance,</p> <p>ii. Uses and importance of finance,</p> <p>iii. Sources of finance to a salesman and an entrepreneur,</p> <p>iv. Definition of financial Institutions</p> <p>v. Types of financial institutions</p> <p>vi. Role of financial institutions to salesman and entrepreneur</p>

### SUSGGESTED TEXT BOOKS

- i. Basic Marketing- McCarthy Jerome, E. , William Perreault Jr.
- ii. Marketing – G. B. Giles ( The M & E hand book services)
- iii. Consumer Behaviour – Prof. Achumba ( University of Lagos)
- iv. Fundamentals of Selling – Charles M. Futrell.