

## **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**

<b>S/N</b>	<b>CONTENTS</b>	<b>TOPICS AND NOTES</b>
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<b>1.</b>	<b>PRINCIPLE OF SALESMANSHIP</b>	<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, (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, ii. Company,</li></ul>
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		<p>iii. Government, iv. Public or its environment.</p> <p><b>E. Salesmanship And Marketing:</b></p> <p>i. The relationship between salesmanship and marketing, ii. The differences between salesmanship and marketing,</p> <p>iii. The skills needed in salesmanship.</p> <p><b>F. Job/ Career Opportunities In Salesmanship:</b></p> <p>i. Relevance of salesmanship as a course of study ii. Self reliance/employment <b>G.</b></p> <p><b>Types Of Salesman:</b></p> <p>i. Industrial Salesman,</p> <p>ii. Sales Representative/ marketing Representative iii. Retail salesman, iv. Wholesale Salesman,</p> <p>v. Functions of each type.</p>
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<p><b>2.</b></p>	<p><b>SALES MANAGEMENT</b></p>	<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, iii. Sales decisions, 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, ii. Methods of sales forecasting, iii. Uses and users of sales forecasting,</li> <li>iv. Advantages and Disadvantages of Sales forecasting,</li> <li>v. Meaning of market survey, vi. Importance of market survey to salesman and producer.</li> </ul>
<p><b>3.</b></p>	<p><b>ADVERTISING AND SALES PROMOTION</b></p>	<p><b>A. Advertising:</b></p> <ul style="list-style-type: none"> <li>i. Definition, ii. Types of advertising</li> </ul>

		<ul style="list-style-type: none"><li>iii. Types of advertising media, 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, iii. Importance, 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>
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<p>4.</p>	<p><b>PRICING AND DEMAND</b></p>	<p><b>A. Pricing:</b></p> <ul style="list-style-type: none"> <li>i. Definition, ii. Importance of price fixing.</li> <li>iii. Methods/Strategies used in price determination, iv. Advantages and disadvantages of price fixing.</li> <li>v. Effect of price changes and customers behaviour vi. Problems of pricing.</li> </ul> <p><b>B. Demand:</b></p> <ul style="list-style-type: none"> <li>i. Meaning and types, ii. Factors affecting demand, iii. Laws of demand,</li> </ul>
		<ul style="list-style-type: none"> <li>iv. Effects of a change in demand, 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, ii. Types of cost, iii. Differences between types of cost.</li> <li>iv. Determinant of cost, v. Theory of cost 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, iv. Differences between the various types of discounts.</li> </ul>

<p>5.</p>	<p>CONSUMER BEHAVIOUR</p>	<p><b>A. Consumer:</b></p> <ul style="list-style-type: none"><li>i. Definition, ii. Meaning of consumer market, iii. Meaning of consumer behavior, 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, iii. Method of decision process, 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 vi. Effect of consumer decision on sales, vii. Reasons for consumer decision viii. Problems associated with consumer decision process.</li></ul> <p><b>C. Environmental Factors Affecting Consumer Behaviour:</b></p>
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		<p>i. Sociological factors:</p> <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, ii.</li></ul> <p>Characteristics of a conventional market,</p> <p>iii. Customer attitudes and behavior.</p> <p><b>D. Corporate Buying Behaviour:</b></p> <p>i. Meaning of Corporate/industrial buyer ii. Factors that influence corporate/industrial buying behaviour:</p> <ul style="list-style-type: none"><li>(a) Quantity,</li><li>(b) Quality,</li><li>(c) Sources,</li><li>(d) Pricing, (e) Delivery time.</li></ul> <p><b>E. Major Sale Influence:</b></p> <p>i. Product quality, ii. Price in relation to quality, iii. Factors that stimulate sales,</p> <p>iv. Promotion influencing sales v. Corporate image</p> <p>vi. Differences between price, product and promotion.</p>
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<p>6</p>	<p><b>DISTRIBUTION</b></p>	<p><b>Channels of Distribution:</b></p> <p><b>A.</b> i. Definition of distribution and channels of distribution, ii. Various channels of distribution, iii. Advantages and disadvantages of each channels of distributions</p> <p>iv. Problems,</p> <p>v. Factors affecting choice of channels distribution.</p> <p><b>C. Retailer:</b></p> <p>i. Definition,</p> <p>ii. Functions</p> <p>iii. Advantages of retailership to</p> <p>(a) The producer</p> <p>(b) The customer</p> <p><b>D.</b></p> <p><b>Wholesaler:</b></p> <p>i. Definition, ii. Types, iii. Functions to</p> <p>(a) The producer,</p> <p>(b) The consumer, iv. Advantages and disadvantages of wholesale trade</p> <p><b>E. Warehousing:</b></p> <p>i. Meaning, ii. Types, iii. Advantages and Disadvantages.</p>
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		<p><b>F. Consumer Co-operative Societies:</b></p> <ul style="list-style-type: none"><li>i. Definition, ii. Types,</li><li>iii. History of consumer co-operative societies, iv. Functions of co-operative society to their member and the economy.</li><li>v. Advantages and disadvantages.</li></ul>
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<p><b>7.</b></p>	<p><b>INTERNATIONAL TRADE</b></p>	<p><b>A. Export trade and Import Trade:</b></p> <ul style="list-style-type: none"> <li>i. Definitions, ii. Types,</li> <li>iii. Advantages and disadvantages 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> <p><b>B. Basic concepts and documents used in import and export trade:</b></p> <ul style="list-style-type: none"> <li>i. Definition of documents;</li> <li>ii. Types of documents; 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>
		<ul style="list-style-type: none"> <li>(d) Balance of trade and Balance of payment,</li> <li>vi. Differences between Balance Trade and Balance of payment.</li> </ul>

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