



**NATIONAL OPEN UNIVERSITY OF NIGERIA**

University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi -Abuja.

**FACULTY OF MANAGEMENT SCIENCE  
DEPARTMENT OF BUSINESS ADMINISTRATION  
2025\_2 EXAMINATIONS**

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COURSE CODE: MKT 306

COURSE TITLE: SALES AND DISTRIBUTION MANAGEMENT

CREDIT UNIT: 3

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt question one (1) and any other two (3) questions.

Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2 Hours.

- 1a. Discuss the role of the sales force within a corporate organization. 15marks
- 1b. Classify salesmen on the basis of the position they occupy. 10marks
2. Explain the following terms in relation to sales management: 15marks
- Sales Meeting.
  - Sales Contest.
  - Sales Budget.
  - Sales Quotas.
  - Sales Territories.
3. List and explain 10 qualities of a good salesman. 15marks
4. Describe the content of sales training programmes within a corporate organization. 15marks.
5. Describe the corporate objectives of sales contest within an organization. 15marks