



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_1 EXAMINATION...**

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. The size of a sales territory is often a function of a number of factors. Identify and explain these factors. 15marks

1b. Enumerate key strategic importance of sale meetings. 10marks

2. Discuss the types of information salesmen gather within a corporate organization. 15marks

3. Discuss the major phases in selecting the sales force within an organization. 15marks.

4. As a sales manager in your organization, convince the management on the need to establish sales territories. 15marks.

5. Describe the objectives of sales force compensation. 15marks.

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