



## **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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