

**THE OPEN UNIVERSITY OF TANZANIA  
FACULTY OF BUSINESS MANAGEMENT**

**MBA DISTANCE**

**TERM PAPER:**

**OMK 605: SALES MANAGEMENT**

You need to pick a topic or sub topic of your choice in the course outline for OMK 605: Sales Management. It should be of something familiar to you, so that you can easily research it in any organization that you select. Then write a Term paper of a maximum of 15 pages observing the following format of presentation:

- 1) The reason for the choice of the topic, the organization and the objectives related there to.
- 2) Brief background of the organization
- 3) Application of the topic in the selected organization
- 4) How data was obtained and problems experienced if any.
- 5) Conclusion and recommendations
- 6) List of References with proper citation

The term paper must be submitted before 26<sup>th</sup> March, 2010.

Assessment:

The Term Paper carries 30%