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School of Finance and Commerce**Bachelor of Business Administration in Financial Investment Analysis
Semester End Examination - Nov 2023****Duration : 180 Minutes
Max Marks : 100****Sem V - H1UA505T - Sales Management**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Compare between Sales organisations and Production department in brief. K1 (2)
- 2) Compare between Salesmanship and Personal Selling K2 (4)
- 3) Discuss the limitations of personal selling. K2 (6)
- 4) Apply methods of sales forecasting in an organisation with examples. K3 (9)
- 5) Critically evaluate disadvantages of sales training with practical examples. K3 (9)
- 6) Develop the selection process of sales people in the organisation today. K5 (10)
- 7) Differentiate sales budget and its methods. K4 (12)
- 8) Compose role of good sales manager in order to manage sales affaires. K5 (15)
- 9) Compose advantages of sales force palnning with reference to organisation's sales force. K5 (15)
- 10) Validate AIDA theory of personal selling in detail with examples. K6 (18)