# School of Finance and Commerce

**Bachelor of Business Administration in Financial Investment Analysis**
**Semester End Examination - Aug 2024**

**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*

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|---|---|---|
| 1) | Define any two point on need of sales. | K1(2) |
| 2) | Illustrate various selling situations with examples. | K2(4) |
| 3) | Describe various objections that a sales person may need to surmount, and techniques for overcoming them. | K2(6) |
| 4) | Experiment regarding distributive network relations in sales practices today. | K3(9) |
| 5) | Demonstrate the process of selection of sales force. | K3(9) |
| 6) | Develop advance features of a good sales training is being used today. | K5(10) |
| 7) | Point out on various element to be considered to prepare sales budget. | K4(12) |
| 8) | Correlate various sales forecasting methods with examples. | K5(15) |
| 9) | Correlate factors affecting good salesforce recruitment | K5(15) |
| 10) | Validate various sales forecasting techniques suitable in in detail. | K6(18) |