

BBA (Gen): 5th SEM.

Sales Management

CODE: 303

OBJECTIVE: The primary objective of the course is to familiarize the student with the Sales Management functions. Endeavor is to provide both theoretical inputs and applications of practical aspects.

QUESTIONS:

Q1 What do understand by Sales Management. Explain the objectives of sales management.

Q2 Discuss the role of information technology in sales management.

Q3 What is the process of Personal Selling? Give steps involved.

Q4 Explain the AIDAS theory of selling.

Q5 Write short note on

(a) Sales Quotas

(b) Sales Budgets

PROCEDURE:

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion

OUTCOME:

After doing the assignment, students will understand the Basics of Sales Management, Which will further help them in their career and Professional Life.

REFERENCE BOOKS:

- Gupta, S.L., Sales & Distributions Management, Excel Books, 2003.
- Anderson; R. Professional Sales Management, Englewood Cliffs, New Jersey Prentice Hall Inc. 1992.