

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
SALES MANAGEMENT BA (H) – 681
BS – VIII

Date: January 13, 2011

Max Time: 3 Hrs

Attempt any 5 questions. All Questions Carry equal marks.

Max Marks: 60

- Q.1. What is the importance of Personal Selling in the Marketing mix? Discuss five modern sales approaches
- Q.2. A. What are the main reasons for a graduate to choose the sales profession?
B. Comprehend any three advantages of the sales career
- Q.3. A. Discuss the role of Internal Environment and External Environment in Sales Management?
B. List five components of external environment
- Q.4. A. Define Prospecting and how would you identify the prospects
B. Discuss the MAN approach for qualifying prospects
- Q.5.A. What are the types of questions asked during a sales presentation?
B. What are the benefits of questions in probing for needs?
- Q.6. Write short notes on any two of the following:
1) Sales forecasting procedures 2) Sales budgeting procedures
3) Basic types of sales organizations

BEST OF LUCK