**Roll No. ………………………..**

**Renaissance College of Commerce & Management**

**Assignment Question Paper**

**BBA V Semester Examination**

**Subject: SALES AND DISTRIBUTION MANAGEMENT**

***Note*** *:* Attempt All Question

1. What is Personal Selling? Outline the objectives and importance of each step in Personal Selling Process.
2. Compare and contrast AIDAS Theory with Buying Formula Theory. Also discuss the merits and demerits of these theories.
3. What is Sales Budgeting? Discuss different methods of Sales Budgeting along with their merits and demerits.
4. “Advertising creates awareness and demand for products, but Sales Promotion increases its sale”. Discuss the relevance of above statement explaining impact of Sales Promotion on sales.
5. What is Sales Forecasting? Discuss various Sales Forecasting Methods.