

BHARATI VIDYAPEETH ( DEEMED TO BE UNIVERSITY ) PUNE, (INDIA)

SCHOOL OF DISTANCE EDUCATION

M. COM. SEM. II – CBCS 2018 COURSE

SUBJECT – MARKETING III

**ASSIGNMENT NO. 1**

Q.1. Explain selling objectives . What are the functions of sales management. (10)

Q.2. Write short note on any ONE. (05)

A) Sales forecasting

B) Motivating sales force

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**ASSIGNMENT NO. 2**

Q.1. Explain importance and types of sales planning. (10)

Q.2. Write short note on any ONE. (05)

A) Salesmanship

B) Sales budget

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