

## BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
<b>BBA-406</b>	<b>Sales Management</b>	<b>3</b>	<b>VII</b>
Year	Discipline		
<b>4</b>	<b>Business Administration</b>		

### Objectives:

As the name indicates this course is taught to make the student understand in detail the meaning, requirements and essentials of sales management. The qualities needed by good sales manager and the different essential components related to sales.

- Behavioral forces in selling.
- Promotional mix of firm.
- Background of selling.
- Selling process.
- Industrial and retail selling.
- Sales management.

### Recommended Books: