

**ASSESSMENT # 5**

**Total Marks: 30**

**Answer the following questions:**

- 1. Short Questions.** 12
  - i. Identify major tools used in sales promotion.
  - ii. What is personal selling?
  - iii. How personal selling differs from sales promotion?
  - iv. Outline the key qualities of a good sales man.
  
- 2. Explain the following theories of selling?** 10
  - a. Buying formula theory
  - b. The AIDA theory
  
- 3. Outline the steps involved in personal selling.** 8