

S-6447

Sub. Code

23MBA1C2

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Business Administration

**QUANTITATIVE TECHNIQUES AND RESEARCH
METHODS IN BUSINESS**

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is probability distribution?
2. What is decision tree?
3. What do you mean by questionnaire?
4. What is secondary data?
5. What is two way analysis of variance?
6. What is regression?
7. What is conjoint analysis?
8. What is factor analysis?
9. What is academic research report?
10. What is ethics?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) What is Laplace criterion? Explain.

Or

- (b) Explain the rules of probability.

12. (a) Explain the probability sampling techniques.

Or

- (b) Discuss the advantages of collecting data using observation method.

13. (a) Compare and contrast parametric and nonparametric tests in statistical analysis.

Or

- (b) The ranking of 10 students in two subjects Marketing and Finance are as follows :

Marketing 3 5 8 4 7 10 2 1 6 9

Finance 6 4 9 8 1 2 3 10 5 7

Calculate Spearman's rank correlation coefficient.

14. (a) How can multiple regression analysis be employed to assess the effectiveness of various marketing channels on sales?

Or

- (b) How can exploratory factor analysis be used to validate the construct validity?

15. (a) Explain the need for executive summary in research report.

Or

- (b) Discuss the different styles of referencing.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the applications of binomial distribution in business.
17. Explain the types of research.
18. Find Karl Pearson's coefficient of correlation for the following data :
- | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|
| X | 12 | 18 | 21 | 20 | 17 | 16 | 21 | 19 |
| Y | 24 | 32 | 29 | 42 | 40 | 38 | 42 | 46 |
19. Explain the role of cluster analysis in identifying distinct consumer behaviour patterns within a market.
20. Discuss the contents of research reports.
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S-6453

Sub. Code

23MBA1S2

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Business Administration

EXECUTIVE COMMUNICATION

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Communication.
2. Write two advantages of Formal Communication.
3. What is a letter of Trade Enquiry?
4. Define Collection letters.
5. Define Reports.
6. What are Informal Reports?
7. What you mean by Minutes of meeting?
8. What is meant by Agenda?
9. What is video conferencing?
10. Define Non-Verbal Communication.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) What are the Importance of Communication?

Or

- (b) Explain the various types of Communication.

12. (a) Explain the Structure of an Application Letter.

Or

- (b) Explain the essentials of business letter.

13. (a) Describe the steps in preparation of a report.

Or

- (b) What are the norms to be followed in including Exhibits and Appendices?

14. (a) Discuss the Procedure to be followed for conducting Meetings.

Or

- (b) Write Short note on “Group Discussions”.

15. (a) Explain the importance of Body languages in Communication.

Or

- (b) Discuss the advantages of using Charts in presentation.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the Barriers in Communication.
 17. Write an application seeking employment for the Post of Sales Manager in an ABC Organisation.
 18. Explain the various types of Reports.
 19. Draft an Agenda for the first Annual General meeting of a Public Limited Company.
 20. Explain the importance of use of Visual and Audio-visual aids in Communication.
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S-6454

Sub. Code

23MBA2C1

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Business Administration

HUMAN RESOURCE MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term strategic HRM.
2. What do you mean by Gig economy?
3. What is known as HRP?
4. Distinguish between recruitment and selection.
5. What do you mean by competency mapping?
6. Define talent management.
7. What is known as MBO?
8. What do you mean by quality of work-life?
9. What is the purpose of job evaluation?
10. What is meant by cost of living index?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain the operative functions of HRM.

Or

- (b) Write a note on HR audit.

12. (a) Discuss the contents of job specification.

Or

- (b) Explain the different types of promotion.

13. (a) Describe the importance of training.

Or

- (b) Explain the various off-the-job training methods.

14. (a) Discuss the steps involved in performance management.

Or

- (b) Explain the modern methods of performance appraisal.

15. (a) Discuss the basis for wage calculation.

Or

- (b) What are the different types of non-financial incentives?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the essential qualities required for a good HR manager.
 17. Explain the various steps involved in the selection process.
 18. Describe the importance of knowledge management in Indian context.
 19. Discuss the various aspects of IHRM.
 20. Explain the various components of compensation package.
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S-6455

Sub. Code

23MBA2C2

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Business Administration

MARKETING MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define marketing.
2. Write two advantages of Social Media Marketing.
3. Define marketing Mix.
4. What is marketing research?
5. Define customer Relationship Management.
6. What is marketing Analytics?
7. What is Market Segmentation?
8. Define Consumer Behaviour.
9. Define Pricing.
10. Define Advertising.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain the Importance of Marketing in the globalized era.

Or

- (b) Discuss the challenges faced in Rural Marketing.

12. (a) Explain Marketing Management Process.

Or

- (b) Discuss the importance of Marketing Research.

13. (a) What are the essential features of a Good Sales force automation System?

Or

- (b) Write short note on “Marketing Information System”.

14. (a) Explain Buying decision process.

Or

- (b) Discuss the various types of Competitive Marketing strategies.

15. (a) What are the benefits of Packaging?

Or

- (b) Explain the merits and demerits of Advertising.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the various concepts of Marketing.
 17. What are the components of an organizational marketing environment? Explain.
 18. Explain Customer Relationship Management Strategies.
 19. Discuss the factors influencing Consumer Behaviour.
 20. Explain the Various types of Pricing Strategies with relevant examples.
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S-6456

Sub. Code

23MBA2C3

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Second Semester

Business Administration

FINANCIAL MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer all questions.

1. What is overdraft?
2. What is money market?
3. What is ROI?
4. What is PI?
5. What do you mean by Historical Cost?
6. What is Retained Earning?
7. Explain unleveled firm?
8. What is capital gearing?
9. Explain gross working capital.
10. What do you mean by Temporary Working Capital?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Differentiate ordinary share capital and preference share capital.

Or

- (b) Explain the short term sources of finance.

12. (a) Explain the different kinds of capital expenditure.

Or

- (b) Explain the factors Influencing Capital Budgeting Decision.

13. (a) Explain the importance of cost of capital in decision making.

Or

- (b) Difference between

(i) Specific Cost and Composite Cost

(ii) Explicit Cost and Implicit Cost

14. (a) Explain the determinants of capital structure.

Or

- (b) Explain the 1919 approach to capital structure.

15. (a) Explain the different methods of forecasting working capital requirements of a firm.

Or

- (b) What are the disadvantages of excess working capital?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the twin objectives of financial management?
 17. A machine can be purchased for Rs. 20,000. It will be depreciated straight line over 10 years with zero salvage value. The firm could also lease the machine for Rs. 5,500 per year, with payments to be made at the beginning of each year. The firm requires a 10% return on investment has a 40% rate of tax. Describe whether the firm should purchase or lease, the machine.
 18. Kavin brothers has state of Rs. 10,00,000. Variable cost Rs. 7,00,000 and fixed cost Rs. 23,00,000. Debt of Rs. 5,00,000 at 10% rate of Interest. Calculate the operating financial and combined leverages? If the firm wants to double its earning before interest and tax (EBIT), how much a rise in sales would be needed on a percentage basis?
 19. RGM Ltd expects a Net Operating Income of Rs. 2,00,000/ It has Rs. 10,00,000, 6% Debentures. The overall capitalization rate is 10%. Calculate the value of the firm and equity capitalization rate according to NOI approach. If the debenture debt is increased to Rs. 7,50,000 what will be effect on the value of the firm and the equity Capitalization Rate?
 20. Draw a specimen form for the statement showing working capital requirement.
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S-6459

Sub. Code

23MBA2E3

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Business Administration

**Elective — MERCHANT BANKING AND FINANCIAL
SERVICES**

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the objectives of Indian financial system?
2. Write a short note on SERA.
3. What do you mean by book building?
4. Write a note on green shoe option.
5. Define mergers.
6. What do you mean by portfolio?
7. What do you mean by fund based financial services?
8. What is financial evaluation?
9. What is bill discounting?
10. What do you mean by consumer credit?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain the major constituents of the financial services market.

Or

- (b) Write the concept of financial services and its characteristics.

12. (a) Bring out the Obligations and Responsibilities of an underwriters.

Or

- (b) Explain the Obligations and Responsibilities of Bankers to an Issue.

13. (a) Explain the methods of business valuation?

Or

- (b) Explain the Process of credit syndication.

14. (a) Bring out the characteristics of hire purchase system.

Or

- (b) Write a note on financial evaluation in the context of hire purchasing.

15. (a) Briefly explain the characteristics of Factoring.

Or

- (b) List out the advantages of Bill Discounting.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of merchant banker in India.
 17. Explain the major intermediaries involved in new issue market.
 18. Explain any five fee-based services rendered by financial services institutions.
 19. Explain any five fund-based services rendered by financial services institutions.
 20. Explain the types of Factoring.
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S-6460

Sub. Code

23MBA2E4

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Business Administration

Elective — HUMAN RESOURCE DEVELOPMENT

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. State the objectives of HRD.
2. Distinguish between HRM and HRD.
3. What do you mean by HRD mechanism?
4. Define learning.
5. What do you mean by loyalty and commitment?
6. Give the meaning of Human Resource Accounting.
7. Define the term Outbound training.
8. What is meant by Training effectiveness?
9. What do you mean by Succession planning?
10. What is Sustainable Human Resource Development?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) State the importance of HRD in the present context.

Or

- (b) Briefly explain the functions of HRD.

12. (a) Describe the elements of HRD climate.

Or

- (b) Discuss the recent developments in instructional and cognitive psychology.

13. (a) State the significance of developing values in HRD.

Or

- (b) Write a note on HR Audit and Benchmarking.

14. (a) Distinguish between training and development.

Or

- (b) What are the different levels of training? Explain.

15. (a) Discuss the importance of career planning and development.

Or

- (b) Explain the principles of career planning.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Outcomes of HRD in the National and International Context.
 17. Discuss the principles of learning.
 18. Explain the leadership development process in HRD.
 19. Describe the different types of training.
 20. Explain the recent trends in HRD.
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S-6463

Sub. Code

23MBA2A1

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Business Administration

COMPUTING SKILLS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Write short notes on MS Excel.
2. What is a worksheet?
3. Mention the use of V look up.
4. State any two charts used in MS Excel.
5. Brief on the term database.
6. Write the meaning of query.
7. What is a Google sheet?
8. Give short note on Google docs.
9. What do you mean by cloud based app?
10. Mention any two uses of Google form.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain the steps in moving and copying cells in MS Excel.

Or

- (b) Enumerate the steps in creation of a formula in MS Excel.

12. (a) Write about the use of the concept count if.

Or

- (b) Write about the use of the concept sumif.

13. (a) State the use of importing in MS Access.

Or

- (b) Detail on the use of exporting in MS Access.

14. (a) Give any five uses of Google drive.

Or

- (b) Write down any five uses of Google sheets.

15. (a) Explain the use of Google slides.

Or

- (b) Write about the use of Google cloud print.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the basic functions of MS Excel.
 17. Explain the advanced functions of MS Excel.
 18. Detail on the components of MS Access.
 19. How do you create a Google sheet? Explain.
 20. Elucidate the construction of Google form.
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S-6464

Sub. Code

23MBA2S1

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Business Administration

BUSINESS ETIQUETTE

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write the expansion for ABC in etiquette.
2. What do you mean by etiquette?
3. Mention any two guidelines for planning a meeting.
4. What is business dining etiquette?
5. Brief on the term social media.
6. Write short notes on e-mail.
7. Define dress code.
8. What do you mean by grooming?
9. Write about the term business ethics.
10. Brief on the term on site projects.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain the components of greeting.

Or

- (b) Enumerate on the role of good manners in business.

12. (a) Highlight the ways to handle customer complaints.

Or

- (b) Elaborate on the basics of table etiquette.

13. (a) State the ways to handle rude and impatient client calls.

Or

- (b) Write in detail about voice mail.

14. (a) What is Multicultural dressing?

Or

- (b) Detail on the courtesy followed in dealing with blind people.

15. (a) Explain the term conflict resolution.

Or

- (b) Write about the concept of creating an ethical compass.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the guidelines for receptionists.
 17. Explain the guidelines for planning a meeting.
 18. Detail on the telephone etiquette to be followed in business.
 19. Enumerate on the guidelines for appropriate business attire.
 20. Elucidate the various challenges faced in following business ethics.
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S-6474

Sub. Code

23MBA4C1

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Business Administration

INTERNATIONAL BUSINESS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by balance of trade?
2. What is counter trade?
3. What is PEST analysis?
4. What is meant by Cross-Cultural Literacy?
5. List the objectives of ASEAN trade block.
6. What is meant by National Competitive Advantage?
7. What is Export Processing Zone?
8. What is Horizontal FDI?
9. List the documents required for pre-shipment inspection.
10. What is meant by customs clearance?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) What are the issues in foreign investments?

Or

- (b) Explain the documentation procedure of Import.

12. (a) Explain the economic environment in International business.

Or

- (b) Describe the impact of culture on work place.

13. (a) Describe the objectives of NAFTA.

Or

- (b) Explain the theory of comparative advantage.

14. (a) Discuss the role of Commodity boards in global trade.

Or

- (b) Write a note on ECGC.

15. (a) Describe the standard clauses of International Sales contract.

Or

- (b) Explain the role of Indian council of arbitration in resolving trade disputes.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Enumerate the Import-export process and documentation.
 17. Discuss the elements of International business environment.
 18. Explain the Poter's diamond model of national competitive advantage.
 19. Discuss the role of EXIM bank in promoting international business.
 20. Describe the customs clearance and port formalities in Import-Export business.
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S-6475

Sub. Code

23MBA4C2

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Business Administration

**ADVANCED MARKETING RESEARCH AND
CONSUMER BEHAVIOUR**

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term “Marketing Research”.
2. What is primary data?
3. What is meant by sampling?
4. Write the objectives of product research.
5. State the purpose of consumer behavior.
6. What is social class?
7. Define personality.
8. Mention any two post-purchase behavior of consumer.
9. Write the purpose of Multivariate analysis.
10. Expand ARIMA.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Describe the nature and scope of marketing research.

Or

- (b) Differentiate between exploratory and descriptive research designs.

12. (a) Explain the difference between probability and non-probability sampling techniques.

Or

- (b) Evaluate the effectiveness of using projective techniques in motivation research.

13. (a) Describe the main components of the Nicosia model of consumer behavior.

Or

- (b) Explain the role of opinion leaders in influencing consumer behavior.

14. (a) Describe how classical conditioning can be used in marketing to influence consumer behavior.

Or

- (b) Highlight the differences between intrinsic and extrinsic motivation in consumer behavior.

15. (a) Describe the main purpose of discriminant analysis and give an example of its application.

Or

- (b) Discuss the basic principles of conjoint analysis and its use in marketing research.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the steps involved in the marketing research process and explain the importance of each step.
17. Explain the process of determining sample size for a survey and the factors that influence it.
18. Evaluate the impact of social group on consumer purchasing behavior in the context of peer influence on buying technology products.
19. Analyze the stages of the information processing model and discuss how each stage effects consumer behavior.
20. Compare and contrast different multivariate techniques and discuss their application in real-world scenarios.

S-6478

Sub. Code

23MBA4E3

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Business Administration

Elective — CORPORATE FINANCE

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** questions.

1. Define Corporate Governance.
2. Write a note on Debt Capacity.
3. What do you mean by Primary Market?
4. Write a note on stock market.
5. What do you mean by Return on Investment?
6. Write a note on merger.
7. What do you mean by International Bonds?
8. Define Scenario Analysis.
9. What is IMF?
10. What do you mean by Profit Repatriation?

Section B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Bring out the Factors Affecting Valuation of firm.

Or

- (b) Describe the Nature of Corporate Finance.

12. (a) Explain the Structure of the Indian Capital Market.

Or

- (b) Explain the Impact of Government Regulations on the Capital Market.

13. (a) Explain the Types of Mergers.

Or

- (b) Explain the Purposes of Consolidation.

14. (a) Explain the Causes of Inflation.

Or

- (b) Explain the different aspects of financing for the rehabilitation of sick units.

15. (a) Explain the Benefits of FDI.

Or

- (b) Bring out the Characteristics of MNCs.

Section C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the different methods of business valuation? Explain.
 17. Explain the Basic problems of Industrial Finance in India.
 18. How do companies use derivatives to hedge against financial risks? Explain.
 19. Explain the Role of commercial banks in international financing.
 20. Differentiate Foreign Direct Investment with Foreign Institutional Investor.
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S-6479

Sub. Code

23MBA4A1

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Business Administration

STRESS MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define stress.
2. What do you mean by stressor?
3. Mention any two physiological impact of stress.
4. What is general adaptation syndrome?
5. Brief on the term stress reduction.
6. Write any two examples for occupational stress.
7. Mention any two strategies for coping with stress.
8. What is ABCDE problem solving model?
9. Write about the term self esteem.
10. State the meaning of time management.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain any five environmental stressors.

Or

- (b) Enumerate the concept of chronic stress.

12. (a) Write about the various social impact of stress.

Or

- (b) Elaborate on the psychological impact of stress.

13. (a) State the various spiritual relaxation methods to reduce stress.

Or

- (b) Write in detail about general adaptation syndrome.

14. (a) Brief on the emotional focused stress coping strategies.

Or

- (b) Detail on the stress problem solving sequence.

15. (a) Explain the concept of locus of control.

Or

- (b) Write about the role of beliefs in stress management.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on any ten sources of stress.
 17. Explain the psychological impact of stress.
 18. Detail on the various methods for stress reduction.
 19. Enumerate on the coping mechanisms for dealing with stress.
 20. Elucidate the ways in understanding stress level.
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S-6480

Sub. Code

23MBA4S1

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Business Administration

ADVANCED SELLING AND NEGOTIATION SKILLS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by sales management?
2. Write the role of sales organization.
3. What is personal selling?
4. List out the role of Exhibition in promoting sales.
5. State the meaning of Distributive negotiations.
6. Outline the different ethics in sales.
7. Define the term “Negotiating Intelligence”.
8. What is meant by bargaining?
9. Write the objectives of sales analysis.
10. Define sales audit.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the evolution of sales function in modern business.

Or

- (b) Describe the main objectives of sales management positions.

12. (a) Define the term “sales presentation” and explain its purpose.

Or

- (b) Discuss the key qualities of a successful sales executive.

13. (a) Highlight the differences between integrative and distributive negotiation.

Or

- (b) Demonstrate the some common reasons for negotiation breakdowns.

14. (a) Discuss the strategic use of adjournments in negotiations.

Or

- (b) Explain the various closing techniques in negotiations.

15. (a) Briefly describe the process of sales territory allocation.

Or

- (b) Summarize the importance of recruitment and selection in building an effective sales team.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the purpose of a sales organization and how it supports the overall goals of a company.
 17. Evaluate the major theories of personal selling and their relevance to contemporary sales practices.
 18. Examine the processes involved in conflict and dispute resolution within a sales context.
 19. Describe the key components of negotiating intelligence and explain their relevance in effective negotiation.
 20. Analyze the purpose and benefits of conducting a sales audit.
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