

ADVERTISING AND SALES MANAGEMENT

M.COM III SEM ELECTIVE: MC3E(M)01

MULTIPLE CHOICE QUESTIONS

1. Any paid form of non-personal and promotion of ideas, goods or services by an identified sponsor is called?
a. Sales promotion b. Direct marketing c. Personal selling d. Advertising
2. Advertising define the task that advertising must accomplish with a specific target audience during a specific period of time.
a. Objectives b. Budgets c. Strategies d. Campaign
3. What is one of the primary goals of reminder advertising?
a. Maintain customer relationship c. Restore company image
b. Build brand preference d. Correct false impression
4. A product in the maturity stage will often require advertising?
a. Informative b. Persuasive c. Reminder d. Co-operative
5. Product placement in the television programmes and movies is an example of
a. Branded entertainment c. Brand contact
b. Advertainment d. Pulsing
6. What is the first element that a reader notices in a print add?
a. Copy b. Illustration c. Headlines d. Slogan
7. is a measure of percentage of people in the target market who are exposed to the ad campaign during a given period of time?
a. Reach b. Qualitative value c. Format d. Premium
8. The internet, direct mail, magazine and radio, all offers advertisers which of the following advantages.
a. Audience selectivity b. Low cost c. Credibility d. Flexibility
9. The advertiser must decide on the or decided media impact, of a message in a specific medium.
a. Reach b. Illustration c. Qualitative value d. Frequency
10. For many years have dominated the media mix used by national advertisers.
a. Radio & TV c. Newspaper & Direct mail
b. TV & Magazines d. Radio & Digital media

11. Sales encourages a sales force to make a selling effort that is above and beyond the normal expectations.
- a. Contest b. Quotas c. Meetings d. Plans
12. Sales person's is often related to how well he or she meets a sales quota.
- a. Profit sharing plan b. Compensation c. Sales report d. Expense report
13. A(n) is a sales persons write up of his or her completed sales activities.
- a. Call plan b. Call report c. Sales report d. Expense plan
14. The sales person meets the customer for the first time in the step of the selling process.
- a. Prospecting b. Qualifying c. Pre-approach d. Approach
15. According to a survey of purchases And skill are the most important quality for a sales person?
- a. Listening ; problem solving c. Concern into interpersonal
b. Presentation ; listening d. Presentation ; problem solving

ANSWER KEY

1.d 2.a 3.a 4.c 5.a 6.b 7.a 8.a 9.c 10.b 11.a 12.b 13.b 14.d 15.a

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