

1. Catalogues is media of-

- (A) Entertainment advertising
- (B) Press advertising
- (C) Out-door advertising
- (D) By mail advertising
- (E) None of these

2. Personal selling-

- (A) Consists of contracting prospective buyers of product personally
- (B) Consists of reducing the quality of product
- (C) Consists of increasing the life of the product
- (D) All of these
- (E) None of these

3. Personal selling is a -

- (A) Direct selling
- (B) Oral presentation
- (C) Social dealing
- (D) All of these
- (E) None of these

4. 'RIDSAC' is a -----

- (A) Buying process
- (B) Marketing method
- (C) Selling process
- (D) Product type
- (E) Service

5. Who is the developer of the 'RIDSAC' ?

- (A) Edwin Charles
- (B) Philip Kotler
- (C) Herbert N. Cassan
- (D) Still
- (E) Cundiff

6. In 'RIDSAC', R stand for--

- (A) R=Reception
- (B) R=Rate
- (C) R= Role
- (D) R= Request
- (E) None of these

7. In 'RIDSAC' S stand for-----

- (A) Staffing
- (B) Social change
- (C) Selection
- (D) Society
- (E) All of these

8. Which is the stage of selling process as per Edwin Grief ?

- (A) Attention
- (B) Creating interest

- (C) Creating desire
- (D) Conviction
- (E) All of these

9. Which includes the dissemination of information to wholesalers, retailers, customers actual and potential, and not least to the firms own salesman ?

- (A) Personal selling
- (B) Sales promotion
- (C) Marketing mix
- (D) Product mix
- (E) Sales

10. An organised effort applied to the selling job to secure the greatest effectiveness for advertising and for dealer help, is called -----

- (A) Sales promotion
- (B) Place
- (C) Marketing style
- (D) Planning
- (E) Advertising

11. Which consists of all those activities whose purpose is to supplement to co—ordinate and to make sure more effective the efforts of the sales force, of the advertising department. and of the distributors to increase sales and otherwise stimulate consumers to take greater initiative in buying ?

- (A) Personal selling
- (B) Advertising
- (C) Sales promotion
- (D) Product planning
- (E) Product development

12. Which is the method of Sales Promotion ?

- (A) Free sample
- (B) Coupons
- (C) Contests
- (D) Demonstration
- (E) All of these

13. Which is the merit of personal selling ?

- (A) Pinpoints prospects
- (B) Meets objections
- (C) Demonstrates the product
- (D) Time co-ordination
- (E) All of these

14. An adverting is using the letter box to tell the right people about the right goods at the right time in the right way, is known as-----

- (A) Sky advertising
- (B) Direct mail
- (C) Personal selling
- (D) Sticker Advertising

(E) Electric display

15. Which is an essential of a good advertising copy ?

- (A) Attracting attention
- (B) Amusing interest
- (C) Understandable
- (D) Reliable
- (E) All of these

16. Those activities that supplement both personal selling and advertising, co-ordinate them and help to make them more effective, is known as-----

- (A) Sales promotion
- (B) Product promotion
- (C) Advertising
- (D) Marketing
- (E) All of these

17. Which are the objectives of sales promotion ?

- (A) To introduce new products
- (B) To attract new customers
- (C) To reduce seasonal decline
- (D) All of these
- (E) None of these

18. Which are the tools of sales promotion for middlemen ?

- (A) Purchase allowance
- (B) Coupon
- (C) Free samples
- (D) Ticket
- (E) All of these

19. Sampling as a sales promotion device is the actual offering of a free trial of a product to-----

- (A) Producer
- (B) Consumers
- (C) Suppliers
- (D) Manufacturer
- (E) All of these

20. A coupon is a certificate that, when presented for redemption at a retail store, entitles the bearer to a stated saving on the-----

- (A) Sale of product
- (B) Purchase of a specific product
- (C) Raw material
- (D) Advertisement
- (E) None of these

21. A contest is-

- (A) Sales promotion device
- (B) Production device
- (C) Planning device
- (D) Controlling device

(E) Cost

22. A _____ is an item of merchandise that is offered at cost or relatively low cost as a bonus to purchasers of a particular product.

- (A) Coupon
- (B) Money refund offers
- (C) Price off promotion
- (D) Premium
- (E) Trading stamp

23. Which is the tools of sales force ?

- (A) Bonus
- (B) More commission
- (C) Contents
- (D) All of these
- (E) None of these

24. Market planning-----

- (A) is concerned with determining the value of product
- (B) is concerned with reducing the quality of product
- (C) is concerned with the identification of resources that are available and their allocation to meet specified objectives
- (D) is related with reducing the demand of product
- (E) All of the above

25. "Marketing is the fundamental business philosophy" who said '?

- (A) F.J. Borch
- (B) St. Thomas
- (C) E.L. Brech
- (D) Stanton
- (E) Philip Kotler

26. The new concept of marketing is based on-----

- (A) Customer oriented
- (B) Product oriented
- (C) Cost oriented
- (D) Planning oriented
- (E) Management oriented

Answer

1	2	3	4	5	6	7	8	9	10
D	A	D	C	C	A	C	E	B	A
11	12	13	14	15	16	17	18	19	20
C	E	E	B	E	A	D	A	B	B
21	22	23	24	25	26				
A	D	D	C	A	A				