

Sample Questions

M. Com. Semester IV

Optional Group- Business Management

Advertising and Sales Management

Fill in the blanks with the help of proper option.

Q1. _____ advertising is directed at creating awareness about social issues in the consumers. (2)

1. Political
2. **Social
3. Cultural
4. Financial

Q2. _____ is a salesmanship in print. (1)

1. **Advertising
2. Publicity
3. Marketing
4. Video

Q3. The _____ department, is the link between the ad agency and its clients. (1)

1. **Account service
2. Finance
3. Media
4. Salesman

Q4. Advertising on television is primarily for giving information to _____. (1)

1. **Consumers
2. Wholesalers
3. Retailers
4. Agents

Q5. _____ advertising is designed to cultivate goodwill and prestige of the organization. (1)

1. **Institutional
2. Selective
3. Competitive
4. Advocacy

Q6. Advertising mainly has a _____ impact on consumers. (1)

1. **Psychological
2. Sociological
3. Economical
4. Technical

Q7. _____ blend multiple types of media. (1)

1. **Online newspapers
2. Digital games
3. Blogs
4. Posters

Q8. _____ advertising may be formative, persuasive or reminder oriented in character. (1)

1. **Institutional
2. Product
3. Consumer
4. Local

Q9. The AIDA Model is first published by _____ in the year 1925. (1)

1. **Strong
2. Colley
3. Lavidge and Steiner
4. Stanton

Q10. _____ developed a DAGMAR model. (1)

1. Strong

2. **Colley
3. Lavidge and Steiner
4. Stanton

Q11. In _____ method, the amount for advertising is decided on the basis of sales. (1)

1. Objective and Task
2. Competitive Parity
3. Affordable or fund available
4. **Percentage of Sales

Q12. _____ involves putting sales personnel in real life problem situations.
(3)

1. Lecture
2. Brainstorming
3. **Role Play
4. Coaching

Q13. _____ is very important function in the organization effectiveness.(3)

1. **Coordination
2. Controlling
3. Planning
4. Staffing

Q14. _____ styles where the sales representative stays highly focused and the only intention is to sell. (3)

1. **Aggressive selling
2. Consultative selling
3. Need oriented selling
4. Product oriented selling

Q15. _____ means the use of superlatives like finest, best etc. in the ads. (2)

1. Deception
2. **Puffery
3. Testimonial
4. Stereotype