

SALES MANAGEMENT

Multiple Choice Questions

1. Magazines add credibility to the message because of the reputation in the eyes of
(a) Marketing manager (b) Retailers (c) Consumers (d) Wholesalers
2. Selecting time, choosing media types, deciding on reach of frequency and media vehicle for advertisements are part of
(a) Media strategy (b) Media execution (c) Selecting media (d) Measuring communication
3. Promotion mix includes Sales Promotion, Personal Selling, Advertising and
a) Marketing (b) Sales (c) Publicity (d) None of these
4. Independent organization of creative people for advertisement and promotional tools are called
a) Advertisement Makers b) Advertisement Creators
c) Advertisement Developers d) Advertisement Agency
5. ____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.
a) Push strategy b) Pull strategy
c) Blocking strategy d) integrated strategy
6. Which among the following is not a function of ad agency?
a) Conduct market analysis b) Develop advertising plans
c) Develop media strategy d) Collect feedback from target audience.
7. is irregular in nature
(a) Promotion mix (b) Sales promotion (c) Trade promotion (d) Discount coupon
8. ____ is the factors contributing for the rapid growth of Sales Promotion.
(a) Pressurizing by manager to increase sales (b) More external competition
(c) Least difference among the brands (d) All of these
9. "Sales promotion means any steps that are taken for the purpose of obtaining or increasing sales" was stated by
(a) Kollar and Clark (b) Hanson (c) Bordan (d) AHR Detens
10. An Ad copy which informs the target group the fact that the manufacturer is established enough to give them the right goods is?
a) institutional copy b) straight selling copy c) educational copy d) expository copy

11. Copy testing is also known as
 - a) Pre Testing b) Copy writing c) concurrent testing d) Preview
12. A consumer contest is an example of _____.
 - a) Personal Selling b) Sales Promotion
 - c) Advertisement d) Indirect Selling
13. Searching and identifying potential buyers for a product is _____.
 - a) Selling b) Prospecting c) Compelling d) Canvasing
14. Determining the promotion budget on the basis of financial availability of capital is characteristic of which of the following budget methods?
 - a) Affordable method b) percentage-of-sales method
 - c) competitive-parity method d) objective-end-task method
15. The best promotional tool in any marketing is
 - (a) Word of mouth publicity (b) Self-liquidating promotion
 - (c) Push promotion (d) Dealers promotion method
16. On pack samples are the examples of
 - (a) Trade promotion (b) Sales promotion
 - (c) Manufacturers promotions (d) Fulfilment cost
17. The most popular form of advertising and it reaches to masses.
 - (a) Social media (b) Email (c) Television (d) Print
18. Advertising for _____ is not allowed.
 - (a) Liquor (b) Washing powder (c) Cigarette (d) Both a and c
19. Advertisement provides information regarding product, or idea in non-personal forms, as no face to face contact is involved between
 - (a) Marketer and retailer (b) Jobber and wholesaler
 - (c) Buyer and customer (d) Market manager and salesman
20. -are vehicles or channels through which the advertising messages are transmitted to target consumers so that the desired action may be induced at the consumer level
 - a) Advertisement media b) advertisement copy
 - c) Advertising layout d) teaser advertisements

21. Consider the following statements:

Statement 1: Print media is the oldest and basic forms of mass communication.

Statement 2: Print media can make a faster delivery than broadcast media

- a) Both statements are right b) Both statements are wrong
- c) Only Statement 1 is correct d) Only statement 2 is correct

22. Showing the product in a picture as being bigger than it actually is an example of

- a) Deception b) Subliminal Ads c) Obscene ads d) Challenging

23. A producer announced that on purchase of a particular product another product will be provided at less rate is

- (a) Discount (b) Quantity gift (c) Cheap bargain (d) Promotion mix

24. Advertisement through radio was very popular till the middle of last century because of ____

- (a) Its effectiveness (b) More popular than newspaper
- (c) Mass reach (d) Cost of advertisement

25. "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified person". Who stated this?

- (a) Australian marketing Association (b) European marketing Association
- (c) China marketing Association (d) American marketing Association

26. Axe body spray ads are examples of ____

- a) Obscene advertisements b) Deception c) Subliminal d) Rational appeal

27. Advertisement aims at _____

- a) Product selling b) Marketing c) Customer relations d) Mass communication

28. Advertising influences the mind of the consumers by creating desire and taste for

- (a) Old products (b) Same products (c) New products (d) Different products

29. _____ is a non-paid form of promotion

- a) Advertising b) Direct Marketing c) Sales Promotion d) Publicity

30. Sales persons who want for the sales to come to them is known as

- a) Transactional b) Closers c) Relational d) Consultants

31. Marketing management must make four important decisions when developing an advertising program. All of the following would be among those decisions except:
- a) Setting advertising objectives. b) Conducting advertising culture audit
 - c) Setting the advertising budget. d) Developing advertising strategy.
32. Creating innovative and new ideas, identifying customers benefit, selecting specific appeals for advertisements are the part of
- (a) Message strategy (b) Message execution (c) Selecting media (d) Measuring communication
33. Consumer promotion, trade promotion and_____ are the three forms of sales promotion
- a) Media Promotion b) Sales Force Promotion
 - c) Core Promotion d) Media Mix
34. Selecting style, tone, words for making ads are part of
- (a) Message strategy (b) Message execution
 - (c) Selecting media (d) Measuring communication
35. It is popularly known as free form of promotion
- a) Advertisement b) Publicity c) Personal Selling d) Marketing
36. If a company gives false message to the customers, it is known as
- a) Obscene ads b) Subliminal ads c) Deception d) None of these
37. AIDA stands for Attention,_____, Desire and_____.
- a) Interest; Action b) Idea; Approach c) Intensity; Appeal d) Involvement; Appeal
38. The basic objective of push strategy is to encourage the _____
- a) Consumer b) middlemen c) Producer d) Public
39. Through ads customer used to take their purchasing decision in advance, in this way advertisement help in
- (a) Online marketing (b) Customer decision (c) Personal selling (d) Convenient purchasing
40. is the sum total of values, assets and liabilities generated by a branded product over a period of time.
- a) Brand loyalty b) Brand association c) Brand Equity d) Brand awareness

41. Excuses for NOT making a purchase commitment or decision are called
 a) Constraints b) Interventions c) Troubles d) Objections
42. “Think globally, act locally” is a global advertising strategies and local advertising programs under _____ of international marketing decision.
 (a) Standardization drawbacks (b) Advertisement regulations
 (c) Standardization benefits (d) Typical responses
43. Aishwarya Rai Bachan endorsing L’Oreal is an example of?
 a) Rational appeal b) Beauty appeal c) Sex appeal d) Emotional appeal
44. Sandwich Board Advertisements is not suitable for the products like
 (a) Burger (b) Pizza (c) Cold drink (d) Pizza
45. The long term sales effect of the sales promotion could be
 (a) Positive (b) Negative (c) Neutral (d) All of the above
46. If product is related to warranty then price is related to
 (a) Retail outlets(b) Advertisements(c) Discounts(d) attractiveness
47. If a copy tells openly and directly all the features of a product or a service with the help of suitable pictures, photos and diagrams to impress a customer, it is called?
 a) descriptive copy b) educational copy
 c) straight selling copy d) expository copy
48. Which among the following is the right sequence of copywriting process?
 a) planning, research, organisation, writing, checking, proof reading, editing, revision
 b) research, planning, organisation, writing, checking, proof reading, editing, revision
 c) planning, research, organisation, writing, checking, editing, proof reading, revision
 d) research, planning, organisation, writing, checking, editing, proof reading, revision
49. A series of actions that media planners take to attain the media objectives
 a) Media Function b) Media Strategy c) Media Policy d) Media Option
50. media can give 24 hour exposure to the public eye.
 a) Television b) Print c) Internet d) Flex Board
51. The central theme of an advertisement that motivates the consumer to make a purchase decision is?
 a) Advertising appeal b) Advertisement script c) Slogan d) Headline

52. Statement 1: Media planning starts with analysis target audience

Statement 2: Media strategy is concerned with the selection of appropriate media)

- a) Both statements are right b) Both statements are wrong
- c) Only Statement 1 is correct d) Only statement 2 is correct

53. The process which consists of six stages; prospecting, preapproach, approach, presentation, close, and follow-up is called the:

- a) Product Marketing Process b) Direct Marketing process c)
- Personal selling process d) Purchase decision process

54.is a measure of attachment that a consumer has to a brand.

- a) Brand loyalty b) Brand association c) Brand Equity d) Brand awareness

55. is used heavily when introducing a new product category.

- a) Persuasive advertising b) Inferential advertising
- c) Reminder advertising d) Informative advertising

56. Providing offer to refund a part of the purchase price of any product to consumer is known as

- (a) Coupon (b) Price pack (c) Rebate/cash refund offer (d) Patronage reward

57. Setting the promotion budget so as to match the budgets of the competitors is characteristic of which of the following budget methods?

- a) Affordable method b) Percentage-of-Sales method
- c) competitive-parity method d) Objective-end-task method

58. Keeping consumers thinking about the product is the objective for which type of advertising?

- a) Informative advertising b) Psychological advertising.
- c) Reminder advertising d) Persuasive advertising.

59. Evaluation, length of promotion, size of incentive, deciding how to promote and distribute the promotion program itself is the part of _____

- (a) Tools (b) Objectives
- (c) Developing sales promotion program (d) None of these

60. Which among the following is an example of Trade promotion?

- a) Coupons b) Samples c) Push Money d) None of these

61. The specific carrier within a medium is called

- a) Media Carrier b) Media Bus c) Media Van d) Media Vehicle

62. _____ is direct communications with carefully targeted individual consumers to obtain an immediate response.

- Personal selling b) Public relations c) Direct marketing d) Sales promotion

63. Consider the following statements:

Statement 1: Point of purchase advertising refers to advertising at the place and time of purchase

Statement 2: It is similar to window dressing.

- a) Both statements are right b) Both statements are wrong
c) Only Statement 1 is correct d) Only statement 2 is correct

64. Colgate is offering scholarships worth one lakh rupees to Indian students. This highlights

- a) Advertising clutter b) Corporate Social Responsibility
c) Advertising revolution d) Mass advertising

65. A small amount of product is offered to the customer for trial is called

- (a) Product combination (b) Sample (c) Coupon (d) Rebate

66. Which concept supplements the work of middlemen?

- (a) Cooperative advertising (b) Sales promotion (c) Dealer promotion (d) Trade promotion

67. The sales promotion strategy which concentrates on the middlemen and consumers is known as _____

- a) Pull Strategy b) Combination strategy c) Sale
force Strategy d) Push Strategy

68. Communication activities which provide incentives to consumer is known as _____

- a) Advertising b) Direct Marketing c) Sales Promotion d) Publicity

69. The final stage in the personal sales process is the _____ stage a) Follow-up b) Assumptive close c) Trial Close d) Presentation

70. It is criticized that advertising causes people to give too much importance to _____

- a) Fashion b) Material goods c) Cost of product d) Standard of living

71. Consider the following statements: Statement 1: Two major dimensions of advertising are message creation and message dissemination Statement 2: Message creation is meaningful once the advertisement is created.
- a) Both statements are right b) Both statements are wrong
c) Only Statement 1 is correct d) Only statement 2 is correct
72. The strategy that encourages dealers and distributors to sell a product is known as
- a) Push b) Pull c) Combination d) Marketing
73. A manufacture provide sales promotion to a wholesaler is
- (a) Cooperative advertising (b) Sales promotion(c) Dealer promotion(d) Trade promotion
74. The party who get advantages through sales promotion is
- (a) Retailer (b) Manufacturer (c) Wholesaler (d) Both b and c
75. A display in retail outlet is called
- (a) Money based sales (b) Self-liquidating promotion (c) Direct marketing (d) Point of sale
76. Which of the following is more of personal medium of advertisement?
- a) Internet Advertisement b) Broadcast Media
c) Direct Mail Advertising d) Print Media
77. Scratching card and getting gift or some offer immediately is called
- (a) Lucky draw (b) Instant draw and assigned gift(c) Quantity gifts(d) Rebate
78. Which among the following is a Pull Strategy?
- a) Trade promotion b) Consumer Promotion c) Sales Force Promotiond) None of these
79. Process of purchasing space in a media is
- a) Media Spacing b) Media Scheduling c) Media purchasing d) Media Buying
80. Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service?
- a) Advertising b)public relations c)direct marketing d) sales promotion

Answers

1. (c) Consumers
2. (c) Selecting media
3. (c) Publicity
4. d) Advertisement Agency
5. Push strategy
6. Develop media strategy
7. (b) Sales promotion
8. (d) All of these
9. (d) AHR Detens
10. a) institutional copy
11. a) Pre Testing
12. b) Sales Promotion
13. b) Prospecting
14. a) Affordable method
15. (a) Word of mouth publicity
16. (c) Manufacturers promotions
17. (d) Print
18. (d) Both a and c
19. (c) Buyer and customer
20. a) advertisement media
21. c) Only Statement 1 is correct
22. a) Deception
23. (c) Cheap bargain
24. (c) Mass reach
25. (d) American marketing Association
26. a) Obscene advertisements
27. d) Mass communication
28. (c) New products
29. d) Publicity
30. a) Transactional
31. b) Conducting advertising culture audit
32. (a) Message strategy
33. b) Sales Force Promotion
34. (b) Message execution
35. b) Publicity
36. c) Deception
37. a) Interest; Action
38. b) middlemen
39. (d) Convenient purchasing
40. c) Brand Equity
41. d) Objections
42. (d) Typical responses
43. b) Beauty appeal
44. (c) Cold drink
45. (d) All of the above
46. (c) Discounts
47. d) expository copy
48. a) planning, research, organisation, writing, checking, proof reading, editing, revision
49. b) Media Strategy
50. d) Flex Board
51. a) Advertising appeal
52. b) Both statements are wrong
53. c) Personal selling process
54. a) Brand loyalty
55. d) Informative advertising
56. (c) Rebate/cash refund offer
57. c) competitive-parity method
58. c) Reminder advertising
59. (c) Developing sales promotion program
60. c) Push Money
61. d) Media Vehicle
62. c) Direct marketing

- 63. c) Only Statement 1 is correct
- 64. b) Corporate Social Responsibility
- 65. (b) Sample
- 66. (b) Sales promotion
- 67. b)Combination strategy
- 68. c) Sales Promotion
- 69. a) Follow-up
- 70. b) Material goods
- 71. c) Only Statement 1 is correct
- 72. a) Push
- 73. (d) Trade promotion
- 74. (d) Both b and c
- 75. (d) Point of sale
- 76. c) Direct Mail Advertising
- 77. (b) Instant draw and assigned gift
- 78. b) Consumer Promotion
- 79. d) Media Buying
- 80. d) sales promotion