BACHELOR OF BUSINESS ADMINISTRATION
Fifth Semester
ADVERTISING AND SALES PROMOTION
(BBA - 21)

Duration: 20 minutes   **Marks – 20**

(PART A - Objective Type)

I. Choose the correct answer: 1×10=10

1. _____ strategy is the suited and tested one for the existing customers
   a) Retention   b) Relational
   c) Acquisition   d) Organizational

2. Demonstrating the product and handling ___ on the spot is a genuine advantage of personal selling.
   a) Interaction   b) Nurturing
   c) Objectives   d) Objections

3. _____ selling has come distinctive properties via product selling.
   a) Service   b) Institutional
   c) Creation   d) Industrial

4. Selling, _____ today is a job.
   a) multifarious   b) dedicated
   c) boring   d) none of these

5. Direct selling is a kind of non –store_____
   a) retailing   b) profession
   c) career   d) distribution

6. Problem – solving approach is the extension of _____ satisfaction approach.
   a) demand   b) need
   c) team   d) buyer

7. Buyer – Seller interaction is the architect of _____ selling that needs a medium to take place and a situation to occur.
   a) direct   b) personal
   c) customized   d) industrial

8. The term _____ relates to locating and qualifying new customers.
   a) pre – approach   b) potential
   c) prospecting   d) qualified

9. _____ the sales refer to a situation when the salesperson reaches an agreement with the prospect.
   a) End   b) Closing   c) Success   d) Clear

10. Internal sources of recruitment means _____ the organization.
    a) internal   b) external   c) within   d) outside

II. Fill in the blanks: 1×5=5

1. …………………………….is the process of generating a pool of potential individuals.

2. ………………….is the process of choosing the best which can fulfill the needs of a particular

   company.

3. ……………………are a critical part of the selection process.

4. Sales ……………………is a systematic procedure to prepare sales people with techniques,

   skills and the right temperament for higher proficiency in their jobs.

5. Encouraging sales people to exert more efforts and achieve the sales target is the underlying

   reason for………………………

III. Write true or false: 1×5=5

1. Senior salespeople are required to assist organizations in selection and training of new sales

   force.

2. Motivation is expected to change the behavior of the sales people.

3. Physiological needs relate to need for love and belongingness.

4. Leadership is an instrument to motivate employees.

5. Compensation rewards are offered to employees in return for their acceptable performance.

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