



## M COM ENTRANCE

### MARKETING MANAGEMENT PRACTICE QUESTIONS

#### CH6 : PROMOTION DECISION

1. Who studied the buyer-seller dyad in life insurance business?
  - A Franklin Evans
  - B Levitt
  - C Henri Tosi
  - D Wright
  
2. The most important component of promotion mix to be used for industrial goods is:
  - A Personal Selling
  - B Advertisement
  - C Sales promotion
  - D Publicity
  
3. Management of sales force involves:
  - A Selection of salesman
  - B Remuneration to sales man
  - C Training of salesman
  - D All of the above
  
4. Promotion mix includes:
  - A Advertising and personal selling
  - B Personal promotion
  - C Product improvement
  - D None of the above
  
5. Promotional efforts directed primarily at end users so that they will ask middle men for the product, is called:
  - A Pull strategy
  - B Push strategy
  - C Single segment strategy
  - D Penetration strategy
  
6. Which of the following is not a tool of sales promotion?
  - A Sales contests
  - B Free gifts
  - C Point of purchase display
  - D Public Relations
  
7. Which one of the following is matched correctly ?
  - A Consumer Promotion – Sales Meetings
  - B Dealer Promotion – Display Allowance

- C Internal Sales Promotion – Free Samples
- D None of the above

8. **Assertion (A)** : “Advertising plays a vital role in selling products/services.”  
**Reason (R)** : “Sales promotion is incomplete without a good advertising plan.”  
Codes :
- A (A) is correct, but (R) is false.
  - B (A) is false, but (R) is correct.
  - C Both (A) and (R) are correct.
  - D Both (A) and (R) are false.
9. Which element of the promotion mix do wholesalers generally apply to obtain their promotional objective?
- A Advertising
  - B Personal Selling
  - C Trade Promotion
  - D Direct Marketing
10. **Statement (A)** : Sales promotion has a strong impact on consumer behaviour in rural India.  
**Reason (R)** : Rural people in India give utmost significance to sales promotion schemes.  
Codes :
- A Statement (A) is correct but Reason (R) is incorrect.
  - B Statement (A) is incorrect, but Reason (R) is correct.
  - C Both Statement (A) and Reason (R) are correct.
  - D Both Statement (A) and Reason (R) are incorrect.
11. In broader sense, marketing communication includes
- A Product
  - B Price
  - C Place
  - D All
12. Find incorrect statement :
- A Marketers arouse emotional motives
  - B Marketers satisfy rational motives
  - C Marketers formulate different sales promotions for different motives
  - D None of the above
13. Which is used for short-term sales achievement ?
- A Personal selling
  - B Advertising
  - C Sales Promotion
  - D Public Relations
14. Which promotional tool is most cost effective when a product is in the decline stage of its product life cycle ?
- A Advertising
  - B Personal selling
  - C Public relations
  - D Sales promotion

15. The promotion mix of a company consists of these
- A** Marketing communication, promotion decisions
  - B** Personal selling, product, objectives
  - C** Advertising, personal selling, sales promotion, publicity and public relations
  - D** Consumer psychology, buyers motives, brand equity