

Roll. No.

Question Booklet Number

O.M.R. Serial No.

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400024

BBA (SEM.-IV) (NON-NEP) EXAMINATION, 2024

BUSINESS ADMINISTRATION

(Sales Management)

[BBA-404 (N)]

Paper Code

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**Question Booklet
Series**

D

Time : 1 : 30 Hours

Max. Marks : 75

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
4. Four alternative answers are mentioned for each question as - A, B, C & D in the booklet. The candidate has to choose the correct / answer and mark the same in the OMR Answer-Sheet as per the direction :

(Remaining instructions on last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छानना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

(शेष निर्देश अन्तिम पृष्ठ पर)

SE

1. Reduces risk because they prove the benefits of the product.
 - (A) Demonstration
 - (B) Guarantees
 - (C) Trail orders
 - (D) Reference selling
2. For making advertisements more effective, the manufacturers improve and launch new products :
 - (A) Existing products
 - (B) Advertisement style
 - (C) Marketing channel
 - (D) Sponsors
3. It is advisable to use as a source of advertising :
 - (A) Social media
 - (B) Email
 - (C) Radio
 - (D) Television
4. 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
5. To introduce the new products to world of consumers is the main goal of :
 - (A) Entertainment
 - (B) Advertising
 - (C) Boost the sales
 - (D) Online marketing
6. 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
7. Advertising creates employment as it increases the volume of sales and :
 - (A) Production
 - (B) Marketing
 - (C) Promotion
 - (D) Personal selling
8. Lower costs, greater global advertising coordination consistent worldwide image are of international marketing decision.
 - (A) Standardization drawbacks
 - (B) Advertisement regulations
 - (C) Standardization benefits
 - (D) Typical responses
9. 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

10. 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
11. AIDA stands for Attention, _____ Desire and _____.
- (A) Interest; Action
 - (B) Idea; Approach
 - (C) Intensity; Appeal
 - (D) Involvement; Appeal
12. The basic objective of push strategy is to encourage the :
- (A) Consumer
 - (B) Middlemen
 - (C) Producer
 - (D) Public
13. 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
14. _____ 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
15. Excuses for NOT making a purchase commitment or decision are called :
- (A) Constraints
 - (B) Interventions
 - (C) Troubles
 - (D) Objections
16. "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
17. Aishwarya Rai Bachan endorsing L'Oreal is an example of?
- (A) Rational appeal
 - (B) Beauty appeal
 - (C) Sex appeal
 - (D) Emotional appeal
18. Sandwich Board Advertisements is not suitable for the products like :
- (A) Burger
 - (B) Pizza
 - (C) Cold drink
 - (D) Pizza

19. **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

20. 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

21. _____ is a measure of attachment that a consumer has to a brand.

- (A) Brand loyalty
- (B) Brand association
- (C) Brand Equity
- (D) Brand awareness

22. _____ is used heavily when introducing a new product category.

- (A) Persuasive advertising
- (B) Inferential advertising
- (C) Reminder advertising
- (D) Informative advertising

23. 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

24. 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

25. 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.

26. 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
27. _____ 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
28. 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
29. 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
30. 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
31. 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
32. "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
33. Axe body spray ads are examples of :
 (A) Obscene advertisements
 (B) Deception
 (C) Subliminal
 (D) Rational appeal

34. What is AIDA?
- (A) Attention Interest Desire Action
 - (B) Attract Interest Desire Action
 - (C) Attention Interest Design Action
 - (D) Attract Interest Design Action
35. _____ is product reliability, after-sales service and delivery supported by penalty clauses so that the buyer can claim the cost if something go wrong during the given period by the salesperson.
- (A) Demonstration
 - (B) Guarantees
 - (C) Trail orders
 - (D) Reference selling
36. Purchase process if differentiated by a mental sequence of events that goes on in prospects mind is :
- (A) AIDA
 - (B) Buying formula theory
 - (C) Selling theory
 - (D) Marketing theory
37. Which among the following are the methods for handling and overcoming objections in personal selling?
- (A) Third party compensation
 - (B) Turn an objective into benefit
 - (C) Deny objections tactfully
 - (D) All of these
38. Which among the following explains "Behavioral Theory Equation"?
- (A) Drives
 - (B) Cues
 - (C) Response
 - (D) All of these
39. Which among the following is a type of cue in "Behavioral Theory Equation" in personal selling?
- (A) No triggering cues
 - (B) Triggering cues
 - (C) Information cues
40. J.A Howard gave a formula for "Behavioral Equation" $B = P \cdot D \cdot K \cdot V$. What D stands for?
- (A) Response or the internal response tendency, that is, the act of Purchasing a brand or patronizing a supplier
 - (B) Predisposition or the inward response tendency; that is, force of habit
 - (C) Present drive level
 - (D) "Incentive potential," that is, the value of the product or its potential Satisfaction to the buyer
41. Which theory is also known as "Situation Response Theory"?
- (A) AIDAS theory
 - (B) Buying formula theory of selling
 - (C) Behavioral equation theory
 - (D) Right set of circumstances theory

42. 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

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

- (A) Coupons
- (B) Samples
- (C) Push Money
- (D) None of these

44. The specific carrier within a medium is called

- (A) Media Carrier
- (B) Media Bus
- (C) Media Van
- (D) Media Vehicle

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

- (A) Personal selling
- (B) Public relations
- (C) Direct marketing
- (D) Sales promotion

46. 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

47. 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

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

- (A) Product combination
- (B) Sample
- (C) Coupon
- (D) Rebate

49. A display in retail outlet is called :
- Money based sales
 - Self-liquidating promotion
 - Direct marketing
 - Point of sale
50. Which of the following is more of personal medium of advertisement?
- Internet Advertisement
 - Broadcast Media
 - Direct Mail Advertising
 - Print Media
51. Scratching card and getting gift or some offer immediately is called :
- Lucky draw
 - Instant draw and assigned gifts
 - Quantity gifts
 - Rebate
52. Which among the following is a Pull Strategy?
- Trade promotion
 - Consumer Promotion
 - Sales Force Promotion
 - None of these
53. Process of purchasing space in a media is :
- Media Spacing
 - Media Scheduling
 - Media purchasing
 - Media Buying
54. Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service?
- Advertising
 - Public relations
 - Direct marketing
 - Sales promotion
55. Which theory is summarized as "Everything was Right" theory?
- Situation Response Theory
 - Right set of circumstances theory
 - Buying formula theory of selling
 - Both (A) and (B)
56. What is the next step after "Need and Problem identification" in personal selling process?
- The opening
 - Presentation and demonstration
 - Dealing with objectives
 - Negotiation
57. Which among the following is not any stage of personal selling process?
- The opening
 - Need and problem identification
 - Selling the product
 - Negotiation

58. Magazines add credibility to the message because of the reputation in the eyes of :
- (A) Marketing manager
 - (B) Retailers
 - (C) Consumers
 - (D) Wholesalers
59. 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
60. Promotion mix includes Sales Promotion, Personal Selling, Advertising and :
- (A) Marketing
 - (B) Sales
 - (C) Publicity
 - (D) None of these
61. Independent organization of creative people for advertisement and promotional tools are called :
- (A) Advertisement Makers
 - (B) Advertisement Creators
 - (C) Advertisement Developers
 - (D) Advertisement Agency
62. _____ 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
63. 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.
64. _____ is irregular in nature.
- (A) Promotion mix
 - (B) Sales promotion
 - (C) Trade promotion
 - (D) Discount coupon
65. _____ 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

66. Advertisement aims at:

- (A) Product selling
- (B) Marketing
- (C) Customer relations
- (D) Mass communication

67. 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

68. _____ is a non-paid form of promotion.

- (A) Advertising
- (B) Direct Marketing
- (C) Sales Promotion
- (D) Publicity

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

- (A) Transactional
- (B) Closers
- (C) Relational
- (D) Consultants

70. 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

71. 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

72. 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

73. Selecting style, tone, words for making ads are part of :

- (A) Message strategy
- (B) Message execution
- (C) Selecting media
- (D) Measuring communication

74. It is popularly known as free form of promotion :

- (A) Advertisement
- (B) Publicity
- (C) Personal Selling
- (D) Marketing

75. The long term sales effect of the sales promotion could be :
- (A) Positive
 - (B) Negative
 - (C) Neutral
 - (D) All of the above
76. If product is related to warranty then price is related to :
- (A) Retail outlets
 - (B) Advertisements
 - (C) Discounts
 - (D) Attractiveness
77. 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
78. 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
79. 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
80. Media can give 24 hour exposure to the public eye :
- (A) Television
 - (B) Print
 - (C) Internet
 - (D) Flex Board
81. 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

82. "Sales promotion means any steps that are taken for the purpose of obtaining or increasing sales" was stated by :
- Kollar and Clark
 - Hanson
 - Bordan
 - AHR Detens
83. An Ad copy which informs the target group the fact that the manufacturer is established enough to give them the right goods is?
- Institutional copy
 - Straight selling copy
 - Educational copy
 - Expository copy
84. Copy testing is also known as :
- Pre Testing
 - Copy writing
 - Concurrent testing
 - Preview
85. A consumer contest is an example of :
- Personal Selling
 - Sales Promotion
 - Advertisement
 - Indirect Selling
86. Searching and identifying potential buyers for a product is :
- Selling
 - Prospecting
 - Compelling
 - Canvassing
87. Determining the promotion budget on the basis of financial availability of capital is characteristic of which of the following budget methods?
- Affordable method
 - percentage-of-sales method
 - competitive-parity method
 - objective-end-task method
88. The best promotional tool in any marketing is :
- Word of mouth publicity
 - Self-liquidating promotion
 - Push promotion
 - Dealers promotion method
89. On pack samples are the examples of :
- Trade promotion
 - Sales promotion
 - Manufacturers promotions
 - Fulfilment cost
90. The most popular form of advertising and it reaches to masses :
- Social media
 - Email
 - Television
 - Print
91. Advertising for ____ is not allowed.
- Liquor
 - Washing powder
 - Cigarette
 - Both (A) and (C)

92. Which concept supplements the work of middlemen?
- (A) Cooperative advertising
 - (B) Sales promotion
 - (C) Dealer promotion
 - (D) Trade promotion
93. 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
94. Communication activities which provide incentives to consumer is known as :
- (A) Advertising
 - (B) Direct Marketing
 - (C) Sales Promotion
 - (D) Publicity
95. The final stage in the personal sales process is the _____ stage.
- (A) Follow-up
 - (B) Assumptive close
 - (C) Trial close
 - (D) Presentation
96. 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
97. 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
98. The strategy that encourages dealers and distributors to sell a product is known as :
- (A) Push
 - (B) Pull
 - (C) Combination
 - (D) Marketing
99. A manufacturer provide sales promotion to a wholesaler is :
- (A) Cooperative advertising
 - (B) Sales promotion
 - (C) Dealer promotion
 - (D) Trade promotion
100. The party who get advantages through sales promotion is :
- (A) Retailer
 - (B) Manufacturer
 - (C) Wholesaler
 - (D) Both (B) and (C)

Rough Work / रफ कार्य

Example :

Question :

Q.1 (A) ● (C) (D)

Q.2 (A) (B) ● (D)

Q.3 (A) ● (C) (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination, candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

Impt. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.

उदाहरण :

प्रश्न :

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

महत्वपूर्ण: प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।