



5. Sales promotion is a short term \_\_\_\_\_ offered to client in order to boost the sales.
  - a) Incentive
  - b) Insertion
  - c) Investment
  - d) Improvement
6. 'Sales Budget ' is an effective -----tool
  - a) Motivating
  - b) Staffing
  - c) Controlling
  - d) Coordinating
7. An -----is every promise and set of promises forming the consideration for each other.
  - a) Agreement
  - b) Adjournment
  - c) Argument
  - d) Amendment
8. An agreement enforceable by Law is a \_\_\_\_\_.
  - a) Contact
  - b) Conduct
  - c) Caveat
  - d) Contract
9. \_\_\_\_\_ is usually regarded as a way to build a corporation's public image before the stakeholders.
  - a) Sales Promotion
  - b) Personal selling
  - c) Public relations
  - d) None
10. Meeting of all the sales people across the country conducted at the central location is termed as \_\_\_\_\_.
  - a) Regional Sales Meeting
  - b) Local Sales Meeting
  - c) National Sales Meeting
  - d) None
11. Which of the following is not a Sales Promotion Technique?
  - a) Coupon
  - b) Exchange offer
  - c) Questionnaire
  - d) Samples
12. An \_\_\_\_\_ is every promise and set of promises forming the consideration for each other.
  - a) Agreement
  - b) Adjournment
  - c) Argument
  - d) Amendment

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