



4. In sales organization the ----- held more frequently in a year.
  - a) National Sales Meeting
  - b) Regional Sales meeting
  - c) Local Sales Meeting
  - d) International Sales Meeting
5. A short term incentive provided to customers by marketers with the objective of gaining quick sales is termed as-----
  - a) Publicity
  - b) Advertising
  - c) Sales Promotion
  - d) Public relations
6. Trade promotional schemes are offered by marketers to -----
  - a) Consumers
  - b) Employees
  - c) Retailers
  - d) None of the above
7. To monitor & analyze the performance of the sales force is -----
  - a) Sales Forecasting
  - b) Controlling
  - c) Budgeting
  - d) Staffing
8. Which one of the following is the oldest media?
  - a) Radio
  - b) Magazine
  - c) Television
  - d) News paper
9. An agreement enforceable by Law is a -----
  - a) Contact
  - b) Contract
  - c) Contrast
  - d) Conduct
10. The most advanced method of Sales Training is -----
  - a) On the job training
  - b) Case study discussion
  - c) Lecture
  - d) Programmed Learning
11. The first step in 'Controlling Process' is -----
  - a) Evaluating the performance
  - b) Taking Corrective measures
  - c) Measuring Actual Performance
  - d) Setting Performance standards
12. F.O.B. stands for -----
  - a) Free On Bill
  - b) Free On Board
  - c) Free on Bond
  - d) None

-----