

Sample Question Paper

Subject- Account Planning and Servicing

Subject code 32

Note – This is a sample Question paper for student's exam reference only, might be pattern of paper can be change in actual examination.

Q.1. Trademark protects the consumers by:-

1. Preventing inferior goods from being planned off as their products
2. Ensuring that they receive the goods they want
3. Both of the above
4. None of the above

Correct Answer :- Ensuring that they receive the goods they want

Q.2. Advertising by itself, almost sells a product.

1. TRUE
2. FALSE

Correct Answer :- FALSE

Q.3. Advertising is a powerful & vital marketing tool helping to sell:-

1. Goods
2. Services
3. Images & ideas
4. All of the above

Correct Answer :- All of the above

Q.4. By the middle of 17th century, weekly newspaper started to appear in England, called:-

1. "Mercuries"
2. "Centuries"
3. "Millenium"
4. None of the above

Correct Answer :- "Mercuries"

Q.5. People could be reached only through the printed word till the advent of Radio in the:-

1. 1820s
2. 1470s
3. 1910s
4. 1920s

Correct Answer :- 1920s

Q.6. The "best ad" will convince people to buy products, that they feel too costly or improperly packed.

1. TRUE
2. FALSE

Correct Answer :- FALSE

Q.7. Advertising helps _____ to expand the market.

1. New customers]
2. Manufacturers
3. Employees
4. None of the above [Option ID = 1349211]

Correct Answer :- New customers

Q.8. Selective demand advertises new products for the purpose of introducing it.

1. TRUE
2. FALSE

Correct Answer :- FALSE

Q.9. Advertising is classified by the target group such as:-

1. Consumer advertising
2. Industrial advertising
3. Trade advertising
4. All of the above

Correct Answer :- All of the above

Q.10. Marketing research department does:-

1. Product research
2. Consumer research
3. Positioning studies
4. All of the above

Correct Answer :- All of the above

Q.11. One of the functions of the agency is co-ordination with the:-

1. Clients sales force & distribution network
2. Manufacturer & consumer
3. Consumer & salesman
4. All of the above

Correct Answer :- Clients sales force & distribution network

Q.12. Sales promotion activities are generally short-term marketing events other than:-

1. Advertising
2. Personal selling
3. Publicity & direct marketing
4. All of the above

Correct Answer :- All of the above

Q.13. The sales response relationship represents the sales revenue generated by one unit of advertising expenditure when:-

1. Sales are zero
2. Sales are more
3. Sales are at peak point
4. None of the above

Correct Answer :- Sales are zero

Q.14 The limitation of recall test is that:-

1. The heavy cost of a good study
2. It is unrealistic type of study
3. Indication of the audience language
4. All of the above

Correct Answer :- The heavy cost of a good study

Q.15 Curiosity combined with news of self-interest is an excellent aid to the pulling power of headline.

1. TRUE

2. FALSE

Correct Answer :- TRUE

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