

Account Planning & Servicing

1. Advertising is an exciting, dynamic & a truly challenging enterprise.
 - a) **True**
 - b) False

2. By the middle of 17th century, weekly newspaper started to appear in England, called:-
 - a) "Centuries"
 - b) **"Mercuries"**
 - c) "Millenium"
 - d) None of the above

3. Advertising objective has to flow from prior decisions on:-
 - a) Market positioning
 - b) The target market
 - c) Marketing mix
 - d) All of the above

4. Sales are possible even without:-
 - a) Personal selling
 - b) **Sales promotion**
 - c) Advertising
 - d) All of the above

5. The India Pharmaceutical industry in general and MNLS in particular spend:-
 - a) Over 50%-60% of their gross sales on promotion
 - b) **Over 20%-30% of their gross sales on promotion**
 - c) Over 60%-70% of their gross sales on promotion
 - d) None of the above