

VIVEK COLLEGE OF COMMERCE
M.COM. ACCOUNTANCY - SEMESTER IV
ADVT. & SALES MGMT.

SR.NO.	QUESTIONS	A	B	C	D	CORRECT
1	_____ is the method of sales forecasting.	Market factor analysis & expert's opinion	Phone a friend	50/50	Double dip	Market factor analysis & expert's opinion
2	Sales _____ ensures achievement of sales profit objectives of the company.	Forecasting	Discipline	Control	Audit	Control
3	The major characteristic of own label brands is that	manufactures are not identified with the product	only retailers imitate and own the brand	producers become involved with the marketing mix	producers are identified with the product	manufactures are not identified with the product
4	Marketers should view packaging as a major strategic tool especially for	consumer convenience products	consumer shopping products	industrial products	speciality products	consumer convenience products
5	The type of forecasting is selected on the basis of	degree of accuracy	time horizon	availability of data	degree of accuracy,time horizon & availability of data	degree of accuracy,time horizon & availability of data
6	There are _____ major types of sales forecasting	two	three	four	five	two
7	_____ are responsible for smooth running of client account.	Chairman	Directors	Account Executives	Producers	Account Executives
8	Under _____ method of estimation of sales quota, sales people are asked to make estimation of their sales territory?	Top Management downward	Territorial	Control	Jury of Executive	Territorial
9	_____ means the use of harmless superlative like best, finest in the advertising.	Slogan	Bait	Misleading	Puffery	Puffery
10	The analytical and statistical method of sales forecasting include _____	extrapolation method	moving average method	time series analysis	extrapolation, moving average & time series methods	extrapolation, moving average & time series methods

All of these