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1. When a salesperson knocks the door of everybody for selling products, it is called?

Options:

- a) Snowball technique
- b) Cold conversion technique
- c) Random selling
- d) Convenience selling

Correct option: b) Cold conversion technique

2. AIDA stands for

Options:

- a) Attention, intention, decision, aim
- b) Attention, interest, desire, action
- c) Attention, interest, decision, alignment
- d) Attention, importance, desire, agent

Correct option: b) Attention, interest, desire, action

3. Billboard advertising is most effective for which type of advertisement?

Options:

- a) Reminder

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- b) Pioneering
- c) Advocacy
- d) Comparative

Correct option: a) Reminder

4. LIFO stands for

Options:

- a) Last in First out
- b) Last inventory first order
- c) Last internalization first out
- d) Last in fast ordering

Correct option: a) Last in First Out

5. In which type of advertising, customers are repeatedly told about the product, the brand, the features, or the manufacturers?

Options:

- a) Reminder Advertising
- b) Persuasive Advertising
- c) Comparative Advertising
- d) Word of mouth advertising

Correct option: a) Reminder Advertising

6. The final stage in the personal sales process is the _____ stage.

Options:

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- a) Trial close
- b) Follow-up
- c) Assumptive close
- d) Presentation

Correct option: b) Follow-up

7. ABC College wants to advertise on TV; their major focus will be on

Options:

- a) Business class
- b) Urban areas
- c) Educated class
- d) Rural areas

Correct option: a) Business class

8. An unpaid form of promotion through mass media is called

Options:

- a) Sales promotion
- b) Publicity
- c) Personal selling
- d) Public relation

Correct option: b) Publicity

9. A strategy in which the promotional campaign is targeted on channel members is called?

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Options:

- a) Penetration strategy
- b) Pull strategy
- c) Skimming strategy
- d) Push strategy

Correct option: d) Push strategy

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