

**LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS**  
**MUMBAI**

**Subject: Sample Question Paper.**

**M.Com Semester -IV. Div- Management**

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1. \_\_\_\_\_ is a print media.
  - a. Newspaper
  - b. Television
  - c. Radio
  - d. Face Book.
  
2. \_\_\_\_\_ is audio – visual advertising media.
  - a. Banners.
  - b. Posters
  - c. Bill Boards.
  - d. Television.
  
3. The distribution of free samples is \_\_\_\_\_
  - a. Sales Management.
  - b. Sales promotion.
  - c. Sales Training.
  - d. Sales
  
4. \_\_\_\_\_ is the value a brand adds to the product.
  - a. Name.
  - b. Brand equity
  - c. Publicity
  - d. Salesmanship
  
5. The Audit Bureau of Circulation is an organization which \_\_\_\_\_
  - a. Controls the advertisement.
  - b. Receives complains about advertisement.
  - c. Releases the true and correct figures of publication.
  - d. Makes advertisements for clients.

- 6) \_\_\_\_ is a non-personal form of retail promotion.
- a. Publicity
  - b. Advertising
  - c. Sales Promotion
  - d. Personal Selling
- 7) \_\_\_\_ includes all physical characteristics of a retail store to attract its customers.
- a. Store Atmosphere
  - b. Sales promotion
  - c. Inserts
  - d. Retail Outlet
- 8) \_\_\_\_ is an unpaid form of non- personal presentation.
- a. Advertising
  - b. Publicity
  - c. Sales Promotion
  - d. Personal Selling
- 9) E- mail is a tool of \_\_\_\_
- a. Direct Marketing
  - b. Personal Selling
  - c. Publicity
  - d. Public Relations
- 10) Adding a new retail store to the existing chain is the technique of market \_\_\_\_.
- a. Penetration
  - b. Expansion**
  - c. Formal Development
  - d. Retrenchment

- 11) \_\_\_\_ reflects the purpose & working of an organization.  
a. Morals      b. Mission      c. Competitors      d. Procedures
- 12) \_\_\_\_ is a type of internal stakeholder.  
a. Employees      b. Creditors      c. Government      d. Suppliers
- 13) \_\_\_\_ recognizes the importance of developing long term relationship with customers.  
a. Customer Relationship Management      b. Customer Dissatisfaction  
c. Customer Perception      d. Consumer Behavior
- 14) \_\_\_\_ is an example of direct marketing.  
a. Telemarketing      b. Personal Selling      c. Sales Promotion      d. Packaging
- 15) \_\_\_\_ gives a unique identity to an organization's product offering in the market place. a. Labelling      b. Branding      c. Design      d. Composition