



- 6 Firms that work mainly in the business-to-business market selling products obtained from industrial suppliers.
- A Industrial Distributors                      B Wholesaler  
C Retailer                                              D Seller
- 7 Distribution channels often require the support of others in order for the \_\_\_\_\_ to reach its target market.
- A Marketer                                              B Seller  
C Distributor                                              D Customers
- 8 \_\_\_\_\_ is the fourth major important component of company's total marketing mix.
- A Product                                              B Promotion  
C Price                                                      D Place
- 9 Short-term incentives to encourage the purchase and sale of a product
- A Personal Selling                                      B Sales Promotion  
C Advertising                                              D Publicity
- 10 C.P.A. stands for \_\_\_\_\_.
- A Cost per action                                      B Cost per annum  
C Both of the above                                      D None of the above.

**Part – B (Do as Directed)**

**(05)**

**State whether the following statements are True or False**

- 1 There are three main approaches to the explanation of buyer behavior.
- 2 Self-image is the picture a person of himself; how he sees himself and how others see him.
- 3 Seven-step approach to market segmentation is very simple and practical and works for most marketers.
- 4 Sales promotion does not include advertising, personal selling and publicity.
- 5 Services are usually designed around the specific requirements of the individual customer.

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