

# JPG AUTO GLASS CARE Pvt. Ltd.

(Dt: 10/01/24)

## WRITTEN TEST

### OBJECTIVE QUESTIONS (30 sec @ question)- Use ✓ mark

1. What is the meaning of direct sale?
  - (a) Product sale to distributor
  - (b) Product sale to retailer
  - (c) Product sale to customer
  - (d) None of these
2. Is a manager more reliable than a leader in an organisation?
  - (a) Manager more reliable than leader
  - (b) Leader more reliable than manager
  - (c) A leader with management skill is more reliable
  - (d) None of the above
3. Which department is called as the Backbone of the organisation.
  - (a) Sales department
  - (b) Logistic department
  - (c) Marketing department
  - (d) Finance department
4. Why do we pursue MBA?
  - (a) To learn discipline
  - (b) To get knowledge about sales and management
  - (c) To get a better job
  - (d) To learn discipline and sales & management knowledge
5. Is team work required in an organisation?
  - (a) Yes
  - (b) No
  - (c) Highly Required
  - (d) Least required
6. What are the 5 P's of Marketing?
  - (a) Product, Price, Position, People, Promotion
  - (b) Product, Purpose, Purchase, Place, Price
  - (c) Product, Price, Promotion, Place, People.
  - (d) Price, Purchase, Promotion, People, Place.

7. Select an appropriate definition of 'Want'.
  - (a) More consumer needs
  - (b) Needs backed by buying power
  - (c) Basic human requirements
  - (d) Needs direct to the product
8. The most crucial and first step in marketing process is?
  - (a) Designing a marketing strategy
  - (b) Create customer delight
  - (c) Understanding customer need and wants
  - (d) Capturing value from customers
9. The marketing strategy starts with?
  - (a) Targeting
  - (b) Market segmentation
  - (c) Positioning
  - (d) Differentiation
10. Who directly purchases goods from manufacturer in large quantity at a discounted price?
  - (a) Retailer
  - (b) Consumer
  - (c) Wholesaler
  - (d) Affiliates

**SUBJECTIVE QUESTIONS (3 minutes @ question)**

1. What is the difference between sales and marketing?
2. What is the difference between direct sales and channel sales?
3. Elaborate different departments of a company.
4. Explain the difference between self-engagement and business?
5. What is the role of a manager in an organisation?

6. How will you start to work with an organisation as a sales manager?

7. If we hire you what are the things you can do better than an existing sales manager?

8. What do you mean by Management?

9. Why do we study organisational behaviour in MBA course?

10. Is sales Department playing a crucial role in company. If yes, Elaborate?