

**VIVEK COLLEGE OF COMMERCE****TYBMM SEM VI 2019-2020****SUBJECT: Agency management****MCQ - SAMPLE QUESTIONS**

SR. NO.	QUESTIONS	A	B	C	D	CORRECT ANSWER
1	Full-service agency provides all services under one _____	roof	day	time	period	<b>roof</b>
2	Specialized agency deals in a particular _____ only	field	part	side	venture	<b>field</b>
3	_____ agency provides services on piecemeal basis	modular	piecemeal	particular	field	<b>modular</b>
4	_____ is a technique of sales promotion	discount	trial	paid	publicity	<b>discount</b>
5	Trade oriented sales deal with _____	business	transaction	deals	turnover	<b>business</b>
6	Account management is also called as _____ servicing	client	dealer	trader	broker	<b>client</b>
7	_____ is a graphic organizer	storyboard	tvc	headlines	details	<b>storyboard</b>
8	Process of converting story board to commercial consist of _____	elements	guide	story	detail	<b>elements</b>
9	In case of reverse brain storming _____ is allowed	criticism	comments	information	dreams	<b>criticism</b>

10	_____ approach emphasis on big ideas	big dream	brain storming	reverse	nominal	<b>big dream</b>
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