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Paper Code

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(To be filled in the
OMR Sheet)

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

O.M.R. Serial No.

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प्रश्नपुस्तिका सीरीज
Question Booklet Series

A

BBA (Fourth Semester) Examination, July-2022

BBA-404(N)

Sales Management

Time : 1:30 Hours

Maximum Marks-100

जब तक कहा न जाय, इस प्रश्नपुस्तिका को न खोलें

- निर्देश : —**
1. परीक्षार्थी अपने अनुक्रमांक, विषय एवं प्रश्नपुस्तिका की सीरीज का विवरण यथास्थान सही- सही भरें, अन्यथा मूल्यांकन में किसी भी प्रकार की विसंगति की दशा में उसकी जिम्मेदारी स्वयं परीक्षार्थी की होगी।
 2. इस प्रश्नपुस्तिका में 100 प्रश्न हैं, जिनमें से केवल 75 प्रश्नों के उत्तर परीक्षार्थियों द्वारा दिये जाने हैं। प्रत्येक प्रश्न के चार वैकल्पिक उत्तर प्रश्न के नीचे दिये गये हैं। इन चारों में से केवल एक ही उत्तर सही है। जिस उत्तर को आप सही या सबसे उचित समझते हैं, अपने उत्तर पत्रक (O.M.R. ANSWER SHEET) में उसके अक्षर वाले वृत्त को काले या नीले बाल प्वाइंट पेन से पूरा भर दें। यदि किसी परीक्षार्थी द्वारा किसी प्रश्न का एक से अधिक उत्तर दिया जाता है, तो उसे गलत उत्तर माना जायेगा।
 3. प्रत्येक प्रश्न के अंक समान हैं। आप के जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
 4. सभी उत्तर केवल ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर ही दिये जाने हैं। उत्तर पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
 5. ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाय।
 6. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी ओ०एम०आर० शीट उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें।
 7. निगेटिव मार्किंग नहीं है।

महत्वपूर्ण : — प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्ष निरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।

K-351

1. _____ refers to the exchange of goods or commodities against money or service.
 - (A) Distribution
 - (B) Place
 - (C) Sales
 - (D) Myopia
2. Sale has _____ function in an organization.
 - (A) Only loss generating
 - (B) Only revenue generating
 - (C) Both loss as well as revenue generating
 - (D) Neither loss nor revenue generating
3. _____ refers to the administration of the personal selling component of a company's marketing program.
 - (A) Sales management
 - (B) Distribution management
 - (C) Promotion Management
 - (D) Marketing Management
4. Choose the correct statement :
 - (A) Marketing management is a broader concept and sales management is a part of marketing management.
 - (B) Sales management is a broader concept and marketing management is a part of marketing management.
 - (C) Marketing management and sales management both are equivalent.
 - (D) There is no connection between sales management and marketing management.

5. Sales and Distribution Management majorly focuses on the_____.
- (A) Buying aspect of an organization
 - (B) Selling aspect of an organization
 - (C) Negotiating aspect of an organization
 - (D) Producing aspect of an organization
6. _____ is the responsibility of the sales manager.
- (A) Sales Management
 - (B) Distribution Management
 - (C) Marketing Management
 - (D) Both (A) & (B)
7. The oral presentation of a company's products or services to one or more prospective purchasers for the purpose of making a sale is known as _____.
- (A) Sales Planning
 - (B) Personal Selling
 - (C) Sales & Distribution Management
 - (D) Oral Selling
8. Personal selling is used extensively in _____.
- (A) Simple and less technical products
 - (B) Complex and non-technical products
 - (C) Complex and highly technical products
 - (D) Simple & highly technical products
9. Personal selling has _____.
- (A) One Way Communication
 - (B) Two Way Communication
 - (C) Indirect Communication
 - (D) Direct Communication

10. The ultimate objective of personal selling is to _____.
(A) Increase the sales volumes
(B) Increase of sales revenue
(C) Increase the number of distribution channels to gain corporate clients
(D) All of the above
11. A sales organization bridges the gap between the market and the _____.
(A) Human Resource capacity of the firm
(B) Financial capacity of the firm
(C) Productive capacity of the firm
(D) Marketing capacity of the firm
12. _____ is a group of people working together to achieve the objective of sales.
(A) Salesforce
(B) Sales Organization
(C) Sales Team
(D) Marketing Dept.
13. _____ is the most basic forms of the sales organization.
(A) Line sales organization
(B) Functional sales organization
(C) Line and staff sales organization
(D) Both (A) & (B)
14. _____ is the geographical area a sales person is assigned.
(A) Vertical integration
(B) Territory
(C) Marketplace
(D) Quarter

15. _____ is a financial plan depicting how resources should best be allocated to achieve the forecasted sales.
- (A) Sales Budget
 - (B) Sales Audit
 - (C) Sales Control
 - (D) Sales P&L plan
16. Most producers use _____ to bring their products to market or end users.
- (A) Brokers
 - (B) Retailers
 - (C) Intermediaries
 - (D) Distributors
17. _____ is a distribution system in which the ultimate buyer acquires the title directly from the manufacturer of the product.
- (A) Direct Distribution
 - (B) Indirect Distribution
 - (C) Exclusive Distribution
 - (D) Intensive Distribution
18. _____ is a distribution system that involves territorial protection for authorized dealers.
- (A) Direct Distribution
 - (B) Indirect Distribution
 - (C) Exclusive Distribution
 - (D) Intensive Distribution

19. _____ is a distribution system that uses middlemen i. e. wholesalers and retailers to reach the ultimate buyer.
- (A) Direct Distribution
 - (B) Indirect Distribution
 - (C) Exclusive Distribution
 - (D) Intensive Distribution
20. In Distribution Management, VMS Stands for _____.
- (A) Vertical Marketing System
 - (B) Vertical Marketing Structure
 - (C) Vertical Management System
 - (D) Vocal Marketing System
21. In distribution Management, HMS stands for _____.
- (A) Horizontal Marketing Structure
 - (B) Higher Marketing System
 - (C) Horizontal Marketing System
 - (D) Hyper Marketing Structure
22. _____ is a distribution strategy that strives to have the firm represented in the maximum number of outlets.
- (A) Direct Distribution
 - (B) Indirect Distribution
 - (C) Exclusive Distribution
 - (D) Intensive Distribution
23. _____ is a distribution system that involves territorial protection for authorized dealers.
- (A) Direct Distribution
 - (B) Indirect Distribution
 - (C) Exclusive Distribution
 - (D) Intensive Distribution

24. _____ sells to the customers or consumers.
- (A) Wholesaler
 - (B) Retailer
 - (C) Broker
 - (D) Drop-shipper
25. Even prior to the introduction of money, people used to exchange goods in order to fulfil the needs, which is known as the _____.
- (A) Charter System
 - (B) Marketing Myopia
 - (C) Barter System
 - (D) Bargain System
26. _____ means actual transfer of possession.
- (A) Virtual Distribution
 - (B) Exclusive Distribution
 - (C) Direct Distribution
 - (D) Physical Distribution
27. Avon, Amway and Tupperware use _____.
- (A) Direct Marketing Channel
 - (B) Indirect Distribution Channel
 - (C) Exclusive Distribution Channel
 - (D) Intensive Marketing Channel
28. Members of the marketing channel system perform _____ function.
- (A) Production
 - (B) Sensing
 - (C) Negotiation
 - (D) Bartering

29. Marketing channel that has no intermediary levels is known as _____.
(A) Exclusive Marketing Channel
(B) Personal Marketing Channel
(C) Direct Marketing Channel
(D) Indirect Marketing Channel
30. _____ means actual transfer of possession.
(A) Virtual Distribution
(B) Exclusive Distribution
(C) Direct Distribution
(D) Physical Distribution
31. Sale has _____ function in an organization.
(A) Only loss generating
(B) Only revenue-generating
(C) Both loss as well as revenue-generating
(D) Neither loss nor revenue-generating
32. Sales management is the _____ of a sales staff, and the tracking and reporting of the company's sales.
(A) Strategy
(B) Training and management
(C) Management
(D) All of the above
33. The main objective of sales management are _____.
(A) Decrease in profits and continuous growth
(B) Increase in profits and stagnant growth
(C) Increase in profits and continuous growth
(D) Decrease in profits and stagnant growth

34. Sales management achieves personal selling objectives through _____.
(A) Personal Selling Strategy
(B) Interpersonal selling strategy
(C) Selling Strategy
(D) None of the above
35. Sales management is the _____ of sales staff, and the tracking and reporting of the company's sale.
(A) Management
(B) Selling strategy
(C) Demonstration
(D) Development of human resources
36. The scope of sales management is confined not only to self-centered corporate goal profit and sales maximization but also to _____.
(A) Good welfare
(B) Consumer welfare
(C) Organization welfare
(D) Individual welfare
37. _____ is the fundamental guiding principle of sales management.
(A) Customer delight
(B) Customer orientation
(C) Client satisfaction
(D) Client retention
38. In an organization _____ is also very useful when technically complex products are in the process to sell.
(A) Individual selling approach
(B) Group selling approach
(C) Team based selling approach
(D) Mass based selling approach

39. One of the element of sales planning is to _____ for selling activities.
- (A) Set objectives
 - (B) Schedule objectives
 - (C) Track objectives
 - (D) All of the above
40. From the economic system's point of view, the role of marketing intermediaries is to transform :
- (A) Raw products into finished products
 - (B) Consumer needs into producer needs
 - (C) Consumer needs and wants into product desires
 - (D) Assortments of products made by producers into the assortments wanted by consumers
41. A distribution channel moves goods and services from producers to consumers. It overcomes the major time, place, and _____ gaps that separate goods and services from those who would use them.
- (A) Possession
 - (B) Profit
 - (C) Image
 - (D) Psychological
42. Through their contacts, experience, specialization, and scale of operation, usually offer the firm more than it can achieve on its own :
- (A) Manufacturers
 - (B) Producers
 - (C) Direct Marketers
 - (D) Intermediaries

43. Makers of televisions, cameras, tires, furniture, and major appliances normally use which of the following distribution channel forms?
- (A) Direct marketing channel
 - (B) Indirect marketing channel
 - (C) Horizontal channel
 - (D) Synthetic channel
44. Using manufacturer's representatives or sales branches is usually a characteristic of which of the following channel forms?
- (A) Business marketing channels
 - (B) Customer marketing channels
 - (C) Service marketing channels
 - (D) Direct marketing channels
45. Transporting and storing goods is part of which of the following marketing channel functions?
- (A) Negotiation
 - (B) Physical distribution
 - (C) Contact
 - (D) Matching
46. Who sells to the customers?
- (A) Semi wholesalers
 - (B) Wholesalers
 - (C) Retailer
 - (D) Distributor

47. The benefits of marketing channels are _____.
- (A) Cost saving
 - (B) Time saving
 - (C) Financial support given
 - (D) All of the above
48. _____ is a layer of intermediaries that performs some work in bringing the product and its ownership closer to the buyer.
- (A) A direct marketing channel
 - (B) An indirect marketing channel
 - (C) A channel level
 - (D) A channel switching system
49. Which of the following statements about sales force management is true?
- (A) The sales force is the firm's most direct link to the customer
 - (B) The statement, "The world will beat a path to your door if you build a better mousetrap," reflects how business operates today
 - (C) As organizations implement the marketing concept, they soon realize how important it is to be sales-oriented
 - (D) Personal selling is usually less expensive than advertising
50. Which of the following statements about the sales force in the 21st century is true?
- (A) Sales managers will use a hands-off approach and let the professional salesperson be his or her own boss
 - (B) Transactional exchanges no longer occur
 - (C) Sales management must be smart and nimble and provide technology-centered solutions to support the sales effort
 - (D) Salespeople make little use of the Internet because they realize the importance of the personal touch

51. A _____ is a set of interdependent organizations involved in the process of making a product or service available for use of consumption by the consumer or business user.
- (A) Retailer
 - (B) Wholesaler
 - (C) Distribution channel
 - (D) Middleman
52. The work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives is known as _____.
- (A) Selling
 - (B) Sales policy
 - (C) Sales programme
 - (D) Sales planning
53. Shobha is studying the potential for selling her company's products in China. As part of her analysis, she is assessing the number, types and availability of wholesalers and retailers. Karen is studying the country's :
- (A) Natural conditions
 - (B) Technological feasibility
 - (C) Social and cultural norms
 - (D) Distribution structure
54. Mr. Kashyap, the new national sales manager is learning about the internal organizational environment in her company. She will learn about all of the following EXCEPT :
- (A) Human resources
 - (B) Financial resources
 - (C) Service capabilities
 - (D) Social and cultural environment

55. Which is not a strategic role of sales management?
- (A) Tracking
 - (B) Reporting
 - (C) Delivery
 - (D) Optimizes distribution
56. Large marketing intermediary, but not as large as a sole selling agent in terms of size, resources and territory of operation is known as _____.
- (A) Wholesaler
 - (B) Sole selling agent
 - (C) Direct marketing channel
 - (D) Semi-wholesalers
57. Many firms use environmental scanning to assess their external environment. Environmental scanning should be used to :
- (A) Respond to current crises
 - (B) Identify future threats and opportunities
 - (C) Determine personal performance
 - (D) Allocate financial resources
58. Sarah and Steve are sales reps for a major pharmaceutical company in the same geographic area. Sarah calls on private practice physicians, while Steve calls on hospital groups. Their sales manager would likely have an ethical dilemma in the area of :
- (A) Determining compensation and incentives
 - (B) Equal treatment in hiring and promotion
 - (C) Respect for individuals in supervisory and training programs
 - (D) Fairness in the design of sales territories

59. Which of the following is an example of the external natural environment for a manufacturer of metal lawn furniture?
- (A) A longer than usual distribution channel due to a rail strike
 - (B) Consumer trend toward treating gardens like another room
 - (C) The popularity of metal lawn furniture that looks vintage rather than newly bought
 - (D) A flood at the manufacturer's main warehouse
60. One of the objective of sales organization is _____.
- (A) To build team work
 - (B) To maintain co-relation
 - (C) To increase managerial efficiency
 - (D) None of the above
61. Sales organization is needed for _____.
- (A) Providing insight into avenues or advancement
 - (B) Increasing morale
 - (C) Increasing profitability
 - (D) To build team work
62. Line and staff organization usually result as the size of the operations _____.
- (A) Slows
 - (B) Grows
 - (C) Diminishing
 - (D) Increasing
63. _____ is the most basic forms of sales organization, characterized by a chain of command running from the top sales executive down to the level of salesman.
- (A) Staff sales organization
 - (B) Functional sales organization
 - (C) Line sales organization
 - (D) None of the above

64. _____ method is based on marginal-analysis theory of economics. Its basic concept is that net profit will increase in the amount of sales revenue exceed the incremental costs.
- (A) Breakdown method
 - (B) Incremental methods
 - (C) None of the above
 - (D) Potential method
65. _____ and _____ are the source of recruitment in the sales organization.
- (A) Company Executive and placement agencies
 - (B) Managers and salesmen
 - (C) Trustee and Manager
 - (D) Partners
66. Designing sales force strategy and structure, recruit and select, training, compensation, supervise and evaluation are the major steps of :
- (A) Designing sales force
 - (B) Sales force management
 - (C) Sales force strategy
 - (D) Structure of sales force
67. Fringe benefit, variable amount, fixed amount, expenses are the part of _____ in Salesforce Management.
- (A) Recruiting
 - (B) Training
 - (C) Supervising
 - (D) Compensating

68. Salespeople who sell their product directly to the customers on telephone is called:
- (A) Outside sales force
 - (B) Inside sales force
 - (C) Telemarketing
 - (D) Team selling
69. Contribution to net profit, evaluation of current vs past, ranking, clearing standards and sales vs expenses are _____ in sales force management.
- (A) Training evaluation
 - (B) Qualitative evaluation
 - (C) Formal evaluation
 - (D) Product evaluation
70. _____ is a specialist form of personal selling.
- (A) Point of selling
 - (B) Mis-selling
 - (C) Group selling
 - (D) Face to face selling
71. J.A Howard gave a formula for “Behavioral Equation” $B = P \cdot D \cdot K \cdot V$ what K stands for?
- (A) Response or the internal response tendency, that is, the act of Purchasing a brand or patronizing a supplier
 - (B) Predisposition or the inward response tendency, that is, force of habit
 - (C) Present drive level
 - (D) “incentive potential,” that is, the value of the product or its potential Satisfaction to the buyer

72. What is the next step after “Closing the sale” in personal selling process?
- (A) The opening
 - (B) Need and problem identification
 - (C) Closing the sale
 - (D) Follow up
73. Asking referrals from the customers, reward proper scouting, identifying good leads from bad ones is _____ step of personal marketing.
- (A) Approach
 - (B) Handling objections
 - (C) Pre-approach
 - (D) Prospecting and qualifying
74. Company XYZ is a manufacture of motors and pumps employs regional salesperson to sell its product to wholesaler and cities is an example of:
- (A) Public relation
 - (B) Personal selling
 - (C) Promotion mix
 - (D) Trade promotion
75. The salesperson meets the prospective to get the relationship off to make a good start, opening lines, follow-up remarks, is _____ step of personal marketing.
- (A) Approach
 - (B) Handling objections
 - (C) Pre-approach
 - (D) Prospecting and qualifying

76. The salesperson gives the description of the product, showing how the product will make or save the money for the buyer, need satisfaction approach, concentrate on customer benefits, requirement of good listening and problem solving-skills, demonstration aids is _____ step of personal marketing.
- (A) Approach
 - (B) Presentation and demonstration
 - (C) Pre-approach
 - (D) Prospecting and qualifying
77. Use of positive approach, seek out hidden objections, ask the buyer for clarifications and objections is _____.
- (A) Approach
 - (B) Pre-approach
 - (C) Handling objections
 - (D) Prospecting and qualifying
78. Emphasize long term interests instead of closing a sale, form transaction orientation to relationship marketing, customers want “Whole solution” packages, quick responses; often problem if, separate sales forces for each product is?
- (A) Follow-up
 - (B) Approach
 - (C) Relationship marketing
 - (D) Closing
79. Salespeople who conduct business from their offices through telephones and visiting to customers site is known as?
- (A) Outside sales force
 - (B) Inside sales force
 - (C) Telemarketing
 - (D) Team selling

80. _____ involves the use of satisfied customers to convince the buyer of the effectiveness of the salesperson's product.
- (A) Demonstration
 - (B) Guarantees
 - (C) Trail orders
 - (D) Reference selling
81. A sales force organization under which salespeople sells their product only to the certain customers or industries is:
- (A) Product sales force
 - (B) Customer sales force
 - (C) Complex structure
 - (D) Territorial sales force
82. The salesperson learns as much as possible about the prospective customer before making sales call by consulting standard industries and online sources, set call objectives, selecting best approach and time is _____ step of personal marketing.
- (A) Approach
 - (B) Handling objections
 - (C) Pre-approach
 - (D) Prospecting and qualifying
83. The principle of 'Right man on right job' is followed for assigning these activities to different:
- (A) Persons
 - (B) Cities
 - (C) States
 - (D) Departments

84. Sales organization helps in developing _____.
(A) Group activity
(B) Different task
(C) Sales force
(D) None of the above
85. Sales department helps the organization in increasing _____.
(A) Raw material Purchase
(B) Decision making
(C) Credit sales
(D) Sales volume
86. _____ bridges the gap between the market and the productive capacity of the firm.
(A) Sales organization
(B) Purchase Department
(C) General Manager
(D) All of the above
87. The sales force can play a central role in achieving a marketing orientation strategy, by:
(A) Maintaining infrequent contact with customer
(B) Collecting and disseminating market information
(C) Focusing on cutting costs
(D) Following the competition's lead

88. The three major tasks involved in the implementation stage of the sales management process are:
- (A) Salesforce recruitment and selection, Salesforce training and salesforce motivation and compensation
 - (B) Developing account management policies, implementing the account management policies, correcting the account management policies
 - (C) Setting sales objectives, organizing the salesforce and developing account management policies
 - (D) Organizing the salesforce, quantitative assessment and follow-up
89. If a company chooses to employ its own sales force, the three organizational structures it may use are:
- (A) Dollar volume, geography and customer
 - (B) Geography, customer and product
 - (C) Geography, market size and product
 - (D) Market size, product and customer
90. An effective sales plan objective should be:
- (A) Precise, measurable and time specific
 - (B) General, measurable and flexible
 - (C) Profitable, subjective and measurable
 - (D) Precise, profitable and flexible
91. Long-term compensation plans:
- (A) Include bonuses and contests
 - (B) Should be evaluated and modified quarterly
 - (C) Should be well thought out, so that few changes will be needed from year to year
 - (D) Must be developed so that short-term compensation plans will not be necessary

92. _____ is teaching how to do the jobs.
- (A) Sales personal
 - (B) Sales target
 - (C) Sales force training
 - (D) Induction
93. Which of the following is not one of the major factors affecting how compensation is structured for a sales force?
- (A) Wage level in relation to salespeople in other organizations in the industry
 - (B) Salesperson's individual wage
 - (C) Wage structure for the sales force
 - (D) Number of new customers in each sales territory
94. In medium and large firms, one would find the _____ types of organization.
- (A) Line sales organization
 - (B) Line and staff sales organization
 - (C) Functional sales organization
 - (D) None of the above
95. In which organizational structure, all sales personal receive direction from and are accountable to different executives, on different aspects of their work?
- (A) Line sales organization
 - (B) Line and staff sales organization
 - (C) Functional sales organization
 - (D) None of the above
96. In which type of compensation plan there is no incentives?
- (A) Commission based compensation plans
 - (B) Straight salary compensation plan
 - (C) Territory volume compensation plans
 - (D) Profit margin/ revenue based sales compensation plans

97. Which is the following is the correct sequence for corporate selling?
- (A) Pre-approach, approach, need assessment, presentation, meeting objective, gaining commitment and follow up
 - (B) Follow up, prospecting, pre-approach, approach, need assessment, presentation, meeting objective, gain commitment
 - (C) Presentation, prospecting, pre-approach, approach, need assessment, meeting objective, gain commitment and follow up
 - (D) Prospecting, pre-approach, approach, need assessment, presentation, meeting objective, gaining commitment and follow up
98. From management's point of view, what is the advantage of a straight salary compensation plan?
- (A) With a straight salary plan, selling costs are kept in proportion to sales
 - (B) The straight salary plan is simple and economical to administer
 - (C) With a straight salary plan, salespeople have the assurance of positive feedback
 - (D) A straight salary plan links performance to leadership style
99. There are three interrelated elements of rewards for salespeople. One of the elements is direct financial and includes?
- (A) Salary, commission and career advancement
 - (B) Merit salary increases, commission and better territory
 - (C) Merit salary increases, bonuses and commissions
 - (D) Larger sales territories, bonuses, insurance and a certificate of achievement
100. J.A. Howard gave a formula for "Behavioural Equation" $B = P \cdot D \cdot K \cdot V$ what V stands for?
- (A) Response or the internal response tendency, that is the act of purchasing a brand or patronizing a supplier
 - (B) Present drive level
 - (C) "Incentive potential," that is the value of the product or its potential satisfaction to the buyer
 - (D) Intensity of all cues: triggering, product or informational

Rough Work / रफ कार्य

Rough Work / रफ कार्य

DO NOT OPEN THE QUESTION BOOKLET UNTIL ASKED TO DO SO

1. Examinee should enter his / her roll number, subject and Question Booklet Series correctly in the O.M.R. sheet, the examinee will be responsible for the error he / she has made.
 2. **This Question Booklet contains 100 questions, out of which only 75 Question are to be Answered by the examinee. Every question has 4 options and only one of them is correct. The answer which seems correct to you, darken that option number in your Answer Booklet (O.M.R ANSWER SHEET) completely with black or blue ball point pen. If any examinee will mark more than one answer of a particular question, then the answer will be marked as wrong.**
 3. Every question has same marks. Every question you attempt correctly, marks will be given according to that.
 4. Every answer should be marked only on Answer Booklet (O.M.R ANSWER SHEET). Answer marked anywhere else other than the determined place will not be considered valid.
 5. Please read all the instructions carefully before attempting anything on Answer Booklet **(O.M.R ANSWER SHEET)**.
 6. After completion of examination, please hand over the **O.M.R. SHEET** to the Examiner before leaving the examination room.
 7. There is no negative marking.
- Note:** On opening the question booklet, first check that all the pages of the question booklet are printed properly in case there is an issue please ask the examiner to change the booklet of same series and get another one.