

Roll No. ....

Question Booklet Number

O. M. R. Serial No.

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Question Booklet Number
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## B. B. A. (Fourth Semester) EXAMINATION, 2022-23

### SALES MANAGEMENT

Paper Code						
B	B	A	4	0	4	N

Questions Booklet Series
<b>A</b>

Time : 1:30 Hours ]

[ Maximum Marks : 75

#### Instructions to the Examinee :

#### परीक्षार्थियों के लिए निर्देश :

- Do not open the booklet unless you are asked to do so.
  - The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
  - Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
- प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
  - प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
  - प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, तो उसे तुरन्त बदल लें।

(Remaining instructions on the last page)

(शेष निर्देश अन्तिम पृष्ठ पर)

***(Only for Rough Work)***

1. Sales management is discipline of ..... benefits a company and its customers receive from the efforts of its salesforce.
  - (A) Minimizing
  - (B) Maximizing
  - (C) Controlling
  - (D) None of the above
  
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 programme.
  - (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. A key factor in the retail purchase of jewellery is the customer's confidence in the .....
  - (A) store
  - (B) durability
  - (C) availability
  - (D) sales associate
  
6. .... is the responsibility of the sales manager.
  - (A) Sales Management
  - (B) Distribution Management
  - (C) Marketing Management
  - (D) Both (A) and (B)

7. One of the element of sales planning is to ..... for selling activities.
- (A) Set objectives
  - (B) Schedule objectives
  - (C) Track objectives
  - (D) None of the above
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 and highly technical products
9. Personal selling has .....
- (A) One-way Communication
  - (B) Two-way Communication
  - (C) Indirect Communication
  - (D) Direct Communication
10. Avon, Amway and Tupperware use which of the following forms of channel distribution ?
- (A) direct marketing channel
  - (B) indirect marketing channel
  - (C) forward channel
  - (D) fashion channel
11. A sales organisation 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 Deptt.
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) and (B)
14. Transporting and storing goods is part of which of the following marketing channel functions ?
- (A) negotiation
  - (B) physical distribution
  - (C) contact
  - (D) matching

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. The benefits of marketing channels are .....
- (A) Cost saving
  - (B) Time saving
  - (C) Financial support given
  - (D) All of the above
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 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
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. Who is the father of Modern Marketing ?
- (A) Philip Kotler
  - (B) Peter F. Drucker
  - (C) Abraham Maslow
  - (D) Raymond Kroc
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. In which P of marketing mix is sales management correlated ?
- (A) Product
  - (B) Price
  - (C) Place
  - (D) Promotion

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) Organizational 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. Marketing is a process which aims at \_\_\_\_\_.
- (A) Production
  - (B) Profit-making
  - (C) The satisfaction of customer needs
  - (D) Selling products
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. The term marketing refers to \_\_\_\_\_.
- (A) Advertising, Sales Promotion, Publicity and Public Relational activities.
  - (B) A new product needs ideas, Developments, concepts and improvements.
  - (C) Sales Planning, Strategy and Implementation.
  - (D) A philosophy that stresses customer value and satisfaction.
46. Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service ?
- (A) advertising
  - (B) public relations
  - (C) direct marketing
  - (D) sales promotion
47. \_\_\_\_\_ is the key term in AMA's definition of marketing ?
- (A) Sales
  - (B) Promotion
  - (C) Value
  - (D) Profit
48. Choose the factor which is not included as a part of the physical supply ?
- (A) Storage
  - (B) Standardization
  - (C) Transport
  - (D) Packaging

49. Present new idea to decision-makers is ..... skills of sales executive.
- (A) Communication
  - (B) Influence and persuasion
  - (C) Negotiation
  - (D) Prioritizing and goal setting
50. Which of the following statements about the salesforce 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 tecimology-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. .... has led to a greater emphasis on customer service.
- (A) Demand
  - (B) Supply
  - (C) Promotions
  - (D) Competition

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-wholesaler
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 personnel performance
  - (D) Allocate financial resources
58. .... is recognized as a low-cost and effective method for communicating with corporate customers due to increasing costs.
- (A) Personal selling
  - (B) Sale promotion
  - (C) Public relations
  - (D) Direct marketing
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 objectives of sales organization is .....
- (A) To build teamwork
  - (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 teamwork
62. Line and staff organization usually result as the size of the operations .....
- (A) Slows
  - (B) Grows
  - (C) Diminishing
  - (D) Increasing
63. POP stands for .....
- (A) Point of Production
  - (B) Competitive Gaps
  - (C) Point of Purchase
  - (D) Implementation Gaps
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
  - (B) Incremental
  - (C) None of the above
  - (D) Potential
65. .... and .... are the source of recruitment in the sales organization.
- (A) Company Executive, placement agencies
  - (B) Managers, salesmen
  - (C) Trustee, Manager
  - (D) Partners
66. Designing salesforce strategy and structure, recruit and select, training, compensation, supervise and evaluation are the major steps of :
- (A) Designing salesforce
  - (B) Salesforce management
  - (C) Salesforce strategy
  - (D) Structure of salesforce

67. Fringe benefit, variable amount, fixed amount, expenses are the part of ..... in Salesforce Management.
- (A) Recruiting
  - (B) Training
  - (C) Supervising
  - (D) Compensating
68. The sales promotion strategy which concentrates on the middlemen and consumers is known as :
- (A) Pull Strategy
  - (B) Combination Strategy
  - (C) Sales-force Strategy
  - (D) Push Strategy
69. Contribution to net profit, evaluation of current vs. past, ranking, clearing standards and sales vs. expenses are ..... in salesforce 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. The best promotional tool in any marketing is :
- (A) Word of mouth publicity
  - (B) Self-liquidating promotion
  - (C) Push promotion
  - (D) Dealers promotion method
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. CRM stands for .....
- (A) Customer Resource Management
  - (B) Customer Retention Management
  - (C) Customer Relation Management
  - (D) Client Retention Management
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 salesforces 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 salesforce
  - (B) Inside salesforce
  - (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 salesforce organization under which salespeople sell their product only to the certain customers or industries is :
- (A) Product salesforce
  - (B) Customer salesforce
  - (C) Complex structure
  - (D) Territorial salesforce
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 tasks
  - (C) Salesforce
  - (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 salesforce 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 salesforce, 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 personnel
  - (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 salesforce
  - (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 personnel 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 of 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 and 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 rewards 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 "Behavioral 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

***(Only for Rough Work)***

4. Four alternative answers are mentioned for each question as—A, B, C & D in the booklet. The candidate has to choose the correct answer and mark the same in the OMR Answer-Sheet as per the direction :

**Example :**

**Question :**

Q. 1 (A) ● (C) (D)

Q. 2 (A) (B) ● (D)

Q. 3 (A) ● (C) (D)

Illegible answers with cutting and over-writing or half filled circle will be cancelled.

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager and cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

**Impt. :** On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.

4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर—A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छँटना है। उत्तर को OMR आन्सर-शीट में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

उदाहरण :

प्रश्न :

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

अपठनीय उत्तर या ऐसे उत्तर जिन्हें काटा या बदला गया है, या गोले में आधा भरकर दिया गया, उन्हें निरस्त कर दिया जाएगा।

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ. एम. आर. उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ. एम. आर. उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका के अन्त में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैलकुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

**महत्वपूर्ण :** प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्न-पुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्न-पुस्तिका प्राप्त कर लें।