

11) Insurance company selling their policies through their own employees as well as through agent is  
An example of

Direct Marketing ✓	Indirect Marketing	Multichannel Marketing	None of the above
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12) A person who is not expected to generate new sales but is assigned to take orders is called as

Demand creator	Missionary	Order taker ✓	Technical person
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13) Deceptive and Misleading advertising comes under

Unethical marketing practices ✓	Ethical marketing practices	Unethical pricing practices	Unethical product practices
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14) Cipla Foundation Running a Palliative care in Pune is an example of

Corporate Social responsibility ✓	Customer relation Management	Business ethic	Public relations
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15) What is the main objective of CSR Activities

Earn Profit	achieve long term and sustainable impact of brand on society ✓	Increase revenue	None of the above
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