UNIT I - INTRODUCTION TO SALES MANAGEMENT

Q.1. Sales management is discipline of ...............benefits a company and its customers receive from the efforts of its sales force.
   (1). Minimizing  
   (2). Maximizing  
   (3). Controlling  
   (4) None of the above

ANSWER – (2)

Q.2. According to ...............sales management includes recruitment, selection, training, motivation, supervision on the urork, and evaluation of performance of sales force.
   (1) Rachman & Romane  
   (2) B.R.Canfield  
   (3) Hampton & Zubin  
   (4) American marketing Association

ANSWERS- (1)

Q.3. The amin objective of sales management are ...............  
   (1) Decrease in profits and continuous growth  
   (2) Increase in profits and stagnant growth  
   (3) Increase in profits and continuous growth  
   (4) Decrease in profits and stagnant growth

ANSWERS – (3)

Q.4. Sales management achieves personal selling objectives through ...............  
   (1) Personal Selling Strategy  
   (2) Interpersonal selling strategy  
   (3) Selling strategy  
   (4) None of the above
ANSWER -- (1)

Q5. Sales management is the ...............of a sales staff, and the tracking and reporting of the company’s sales.
   (1) Strategy
   (2) Training and management
   (3) Management
   (4) None of the above

ANSWERS -- (2)

Q 6. Sales management is the ......................of sales staff, and the tracking and reporting of the company’s sales.
   (1) Management
   (2) Selling strategy
   (3) Demonstration
   (4) Development of human resources

ANSWERS -- (4)

Q 7. The scope of sales management is confined not only to self centered corporate goal profit and sales maximization but also to ................
   (1) Good welfare
   (2) Consumer welfare
   (3) Organization welfare
   (4) Individual welfare

ANSWER -- (2)

Q.8. ...............is the fundamental guiding principle of sales management.
   (1) Customer delight
   (2) Customer orientation
   (3) Client satisfaction
MULTIPLE CHOICE QUESTIONS

Q.9. In an organization ...................is also very useful when technically complex products are in the process to sell.
(1) Individual selling approach
(2) Group selling approach
(3) Team based selling approach
(4) None of the above

ANSWER – (3)

Q.10. One of the element of sales planning is to ............for selling activities.
(1) Set objectives
(2) Schedule objectives
(3) Track Objectives
(4) None of the above

ANSWER – (1)

Q.11 Avon, Amway, and Tupperware use which of the following forms of channel distribution?
(1) direct marketing channel
(2) indirect marketing channel
(3) forward channel
(4) fashion channel

ANSWERS – (1)

Q.12. From the economic system’s point of view, the role of marketing intermediaries is to transform:
(1) raw products into finished products.
(2) consumer needs into producer needs.

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(3) consumer needs and wants into product desires.
(4) assortments of products made by producers into the assortments wanted by consumers.

ANSWERS- (4)

Q.13. When the manufacturer establishes two or more channels catering to the same market, then .......... occurs.
(1) Vertical channel conflict
(2) Horizontal channel conflict
(3) Multi channel conflict
(4) None of the above

ANSWER- (3)

Q.14 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.
(1) possession
(2) profit
(3) image
(4) psychological

ANSWER – (1)

Q.15. Through their contacts, experience, specialization, and scale of operation, usually offer the firm more than it can achieve on its own.
(1) manufacturers
(2) producers
(3) direct marketers
(4) intermediaries

ANSWER – (4)
Q.16. Makers of televisions, cameras, tires, furniture, and major appliances normally use which of the following distribution channel forms?
(1) direct marketing channel
(2) indirect marketing channel
(3) horizontal channel
(4) synthetic channel

ANSWER – (2)

Q.17. Using manufacturer’s representatives or sales branches is usually a characteristic of which of the following channel forms?
(1) business marketing channels
(2) customer marketing channels
(3) service marketing channels
(4) direct marketing channels

ANSWER – (4)

Q.18. Transporting and storing goods is part of which of the following marketing channel functions?
(1) negotiation
(2) physical distribution
(3) contact
(4) matching

ANSWER – (b)

Q.19. Who sells to the customers?
(1) Semi wholesalers
(2) Wholesalers
(3) Retailer
(4) Distributor
Q.20. The benefits of marketing channels are .......... 
(1) Cost saving 
(2) Time saving 
(3) Financial support given 
(4) All of above

ANSWER- (4)

Q.21 ................. is a layer of intermediaries that performs some work in bringing the product and its ownership closer to the buyer. 
(1) A direct marketing channel 
(2) An indirect marketing channel 
(3) A channel level 
(4) A channel switching system

ANSWER- (3)

Q.22. Which of the following statements about sales force management is true? 
(1) The sales force is the firm's most direct link to the customer 
(2) The statement, "The world will beat a path to your door if you build a better mousetrap," reflects how business operates today 
(3) As organizations implement the marketing concept, they soon realize how important it is to be sales-oriented 
(4) Personal selling is usually less expensive than advertising

ANSWERS- (3)

Q.23. With respect to a channel of distribution, the number of intermediary levels within the channel indicates the .......... of a channel. 
(1) width 
(2) depth
MULTIPLE CHOICE QUESTIONS

Q.24 Independent firms at different channel levels integrate their programs on a contractual basis to achieve systemic economies and increased market impact are known as
(1) Corporate vertical marketing systems 
(2) Contractual vertical marketing systems
(3) Administered vertical 
(4) None of the above 

ANSWERS- (2)

Q.25. Which of the following statements about the sales force in the 21st century is true?
(1.) Sales managers will use a hands-off approach and let the professional salesperson be his or her own boss
(2) Transactional exchanges no longer occur
(3) Sales management must be smart and nimble and provide technology-centered solutions to support the sales effort 
(4) Salespeople make little use of the Internet because they realize the importance of the personal touch

ANSWERS- (1)

Q.26.......................Is a marketing channel that has no intermediary levels.
(1) direct marketing channel
(2) indirect marketing channel
(3) forward channel
(4) hybrid channel 

ANSWERS- (1)
Q.27. When channel members assume responsibility for one or more of the marketing flows over at least two separate levels of distribution manufacturing and wholesaling, in fact, such systems are synonymous with both forward and backward vertical integration is known as...........
(1) Corporate vertical marketing systems
(2) Contractual vertical marketing systems
(3) Administered vertical marketing systems
(4) None of the above

ANSWER- A

Q28. The difference between transactional selling and relationship selling is
(1) In transaction, selling buyers must pay cash
(2) In relationship selling, buyers and sellers must be related
(3) In transaction selling, sellers provide greater service
(4) In relationship selling, sellers work to provide value to their customers

ANSWER- (4)

Q29. 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.
(1) retailer
(2) wholesaler
(3) distribution channel
(4) middleman

ANSWER- (3)

Q.30. The work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives is known as............
(1) Selling
(2) Sales policy
(3) Sales programme
(4) Sales planning
ANSWER- (4)

Q.31. Karen 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
(1) Natural conditions
(2) Technological feasibility
(3) Social and cultural norms
(4) Distribution structure
ANSWER-(4)

Q32. Mr. Narayan, the new national sales manager is learning about the internal organizational environment in her company. She will learn about all of the following EXCEPT
(1) Human resources
(2) Financial resources
(3) Service capabilities
(4) Social and cultural environment
ANSWERS- (4)

Q.33. Which is not a strategic role of sales management?
(1) Tracking
(2) Reporting
(3) Delivery
(4) Optimizes distribution
ANSWER-(3)

Q.34. John, the sales manager for a building materials company, knows the customers in one profitable sales territory, are particularly hostile to women sales reps. John faces an ethical dilemma primarily in the area of:
MULTIPLE CHOICE QUESTIONS

(1) Determining compensation and incentives
(2) Equal treatment in hiring and promotion
(3) Respect for individuals in supervisory and training programs
(4) Fairness in the design of sales territories

ANSWER- (3)

Q.35. A large marketing intermediary, but not as large as a sole selling agent in terms of size, resources and territory of operation is known as………………..
(1) Wholesaler
(2) Sole selling agent
(3) Direct marketing channel
(4) Semi-wholesalers

ANSWER- (1)

Q.36. Many firms use environmental scanning to assess their external environment. Environmental scanning should be used to
(1) Respond to current crises
(2) Identify future threats and opportunities
(3) Determine personnel performance
(4) Allocate financial resources

ANSWER- (2)

Q.37. 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:
(1) Determining compensation and incentives
(2) Equal treatment in hiring and promotion
(3) Respect for individuals in supervisory and training programs
(4) Fairness in the design of sales territories

ANSWER- (3)
Q.38. What is the full form of CIS?
(1) Channel information system
(2) Channel induced system
(3) Channel information system
(4) Channel incorporated system

ANSWER - (3)

Q. 39. Which of the following is an example of the external natural environment for a manufacturer of metal lawn furniture?
(1) A longer than usual distribution channel due to a rail strike
(2) Consumer trend toward treating gardens like another room
(3) The popularity of metal lawn furniture that looks vintage rather than newly bought
(4) A flood at the manufacturer's main warehouse

ANSWERS - (4)

Q.40. What is the full form of VMS?
(1) Velocity moving system
(2) Vertical marketing system
(3) Vertical moving system
(4) Very moveable system

ANSWER – (2)
UNIT – II – SALES ORGANIZATION

Q 1. According to ..........A sales organization consists of human beings working together for the marketing of products manufactured by the firm or marketing of commodities which have been purchased for resale.
   (1) H.R.Tosdal
   (2) C.L.Bolling
   (3) Still and Cundiff
   (4) None of the above

   ANSWER (1)

Q 2. One of the objective of sales organization is ............
   (1) To build team work
   (2) To maintain co-relation
   (3) To increase managerial efficiency
   (4) None of the above

   ANSWER (3)

Q 3. Sales organization is needed for ..................
   (1) Providing insight into avenues or advancement
   (2) Increasing morale
   (3) Increasing profitability
   (4) To build team work

   ANSWER (1)

Q 4. Line and staff organization usually result as the size of the operations ..................
   (1) Slows
   (2) Grows
   (3) Diminishing
   (4) Increasing
MULTIPLE CHOICE QUESTIONS

ANSWER – (2)

Q 5. …………….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.
(1) Staff sales organization
(2) Functional sales organization
(3) Line sales organization
(4) None of the above

ANSWER (3)

Q 6. …………….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.
(1) Breakdown method
(2) Incremental method
(3) None of the above
(4) Potential method

ANSWER (2)

Q 7. …………….and ………….are the source of recruitment in the sales organisation.
(1) Company Executive and placement agencies
(2) Managers and salesmen
(3) Trustee and Manager
(4) Partners

ANSWER (1)

Q 8. …………….The interview simulates the applicant would meet in actual selling situated and provides a way to observe the application’s reaction to them.
(1) Personal
(2) Formal
(3) Stress
MULTIPLE CHOICE QUESTIONS

Q.9 .................measures how well a person can perform particular tasks with maximum motivation.
(1) Projective tests
(2) Test of ability
(3) Interest test
(4) Test of habitual characteristics

ANSWER (2)

Q.10. According to ....................Training is the act of increasing the knowledge and skill of an employee for doing a particular job.
(1) Edwin. B.Flippo
(2) H.R. Tosdal
(3) C.L. Bolling
(4) Peter Drucker

ANSWER (1)

Q.11. A good sales organization is a ..................for effective sales planning.
(1) Planning
(2) Organising
(3) Decision making
(4) Foundation

ANSWER ( 4)

Q.12. Sales organization is the ...............through which a sales manager’s philosophy is translated into action
(1) Mechanism

ANSWER (1)
MULTIPLE CHOICE QUESTIONS

(2) Tool
(3) Technique
(4) Strategy

ANSWER (1)

Q 13. .................is the group of individual striving jointly to reach certain goals and bearing formal as well as informal relation to each other.
(1) Sales organization
(2) Joint venture
(3) Sole trader
(4) None of the above

ANSWER (1)

Q 14. In sales organization the work of sales department is divided in .............
(1) Group
(2) Different task
(3) Sole trade
(4) In two partners

ANSWER (2)

Q 15. A sound sales organization increases .................
(1) Managerial efficiency
(2) Organizational behavior
(3) Customer relationship
(4) Decision

ANSWER (1)

Q 16. To handle all the jobs and work of sales department is divided into division and .............
(1) Sub division
MULTIPLE CHOICE QUESTIONS

(2) Group
(3) Countries
(4) Different peoples

ANSWERS (1)

Q 17. The principle of ‘Right man on right job’ is followed for assigning these activities to different............
   (1) Persons
   (2) Cities
   (3) States
   (4) Departments

ANSWER (1)

Q 20. Sales organization helps in developing ............... 
   (1) Group activity
   (2) Different task
   (3) Sales force
   (4) None of the above

ANSWER (3)

Q 21. If the goods are sold on credit bases,.............the amount of ................is to be collected.
   (1) Credit sales
   (2) Credit purchase
   (3) Cash Sales
   (4) Bad-debts

ANSWER (1)
Q 22. Effective and courteous correspondence with customers reflects ............. of the organization to the prospective customer.

   (1) Good image
   (2) Depreciation
   (3) Sales
   (4) Net profit

   ANSWER (1)

Q 23. Sales department helps the organization in increasing ..................

   (1) Raw material Purchase
   (2) Decision making
   (3) Credit sales
   (4) Sales Volume

   ANSWER (4)

Q 24. ......................... bridges the gap between the market and the productive capacity of the firm.

   (1) Sales Organization
   (2) Purchase Department
   (3) General Manager
   (4) All of the above

   ANSWER (1)

Q 25. Sales organization defines the relationship between people in the organization in term of authority, responsibility and ...............

   (1) Accountability
   (2) Management
   (3) Controlling the expenses
   (4) Process

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Q 26. No two companies have .................. sales organization structure.
(1) Identical
(2) Different
(3) Very few similar
(4) None of the above

Q 27. The flow of information may be both horizontal and ..................
(1) Vertical
(2) From bottom to top
(3) From top to bottom
(4) None of the above

Q 28. ................ organization is the basic form of sales organization.
(1) Line sales
(2) Credit sales
(3) Credit purchase
(4) Co-operative societies

Q 29. ................ organization is extensively used in similar firms are those dealing in a narrow product line, or selling in a limited geographic area.
(1) Line organization
(2) Sales department
(3) Management
(4) Joint venture companies
MULTIPLE CHOICE QUESTIONS

ANSWER (1)

Q 30. …………………………organization becomes inappropriate in case of rapidly growing organization are those with large sales staff, as growing departments necessitate additional layers of executives to be added.
(1) Staff organization
(2) Line Organization
(3) Parallel organization
(4) None of the above

ANSWER (2)

Q 31. ………… and ………….organization sometimes generates problems of interpersonal relation
(1) Staff And Line
(2) Staff and Square
(3) Vertical and horizontal
(4) Sales and manufacturing

ANSWER ( 1)

Q 32. ……………specialist do not share direct responsibility for result is also resented by some line executives.
(1) Staff
(2) Manager
(3) Department head
(4) None of the above

ANSWER (1)

Q 33. The organization is headed managed by …………………
(1) Managing Director
(2) Department head
(3) Co- Ordinator
MULTIPLE CHOICE QUESTIONS

Q 34. The organization is headed by the managing director who has reporting to him line managers called .................
(1) Reginal Manager
(2) Deputy Manager
(3) Head of the department
(4) None of the above

ANSWER (1)

Q.35. Which is not a way that sales forces differs from other employees?
(1) Salespeople set their hours of working
(2) Salespeople represent their company to customers and to society in general
(3) The Sales Force is largely responsible for implementing a firm's marketing strategies in the field
(4) Sales people are among the few employees authorized to spend company funds

ANSWER – (1)

Q.36. ________ is actually support the sales persons, perform the promotional activities and work with training and education (may work directly with customer).
(1) Sales support
(2) Key account seller
(3) Delivery seller
(4) Missionary seller

ANSWER –(1)

Q.37. ________ facilitate sales to established accounts, they do not actually sell, per se, but rather leave the selling to the key account personnel or the consultative sales personnel.
MULTIPLE CHOICE QUESTIONS

(1) Sales support
(2) Key account seller
(3) Delivery seller
(4) New business seller

ANSWER – (3)

Q.38. Salespeople need more tact and social intelligence than other employees on the same level in the organization.
(1) True
(2) False

ANSWER - (1)

Q.39. Which is the following is the correct sequence for corporate selling.
(1) Pre-approach, approach, need assessment, presentation, meeting objective, gaining commitment, and follow up
(2) Follow up, prospecting, pre-approach, approach, need assessment, presentation, meeting objective, gain commitment
(3) Presentation, prospecting, pre-approach, approach, need assessment, meeting objective, gain commitment and follow up
(4) Prospecting, pre-approach, approach, need assessment, presentation, meeting objective, gaining commitment and follow up

ANSWER – (4)

Q.40. Which one is not a multiple relationship strategies.
(1) Multiple Relationship Strategy
(2) All our multiple relationship strategies
(3) Consultative Selling
(4) Transactional Selling

ANSWER – (2)
UNIT III- MANAGING THE SALES FORCE

Q 1. ................. involves identifying activities management feels the salespeople should perform to produce the desired results.
   (1) SWOT analysis
   (2) Environmental audit
   (3) Training analysis
   (4) Needs assessment

   ANSWER – (4)

Q 2. Which of the following is NOT an example of behavioral measures used to evaluate salespeople?
   (1) assessment of salesperson's attitude and attention to customers
   (2) product knowledge and selling and communication skills
   (3) appearance and professional demeanor
   (4) accounts generated and profit achieved

   ANSWER – (4)

Q.3. Which are the most basic forms of the sales organization?
   (1) Line sales organization
   (2) Line and staff sales organization
   (3) Functional sales organization
   (4) None of the above

   ANSWER – (A)

Q.4. Companies engage in sales training to:
   (1) increase absenteeism and turnover
   (2) increase selling costs
   (3) decrease sales volume
   (4) change or reinforce behavior that makes salespeople more efficient
MULTIPLE CHOICE QUESTIONS

ANSWER – (4)

Q.5. The formula \( N = \frac{S}{P(1 + T)} \) is for..................
(1) Workload
(2) Sales potential (or breakdown)
(3) Incremental
(4) None of the above

ANSWER – (2)

Q.6. The sales force can play a central role in achieving a marketing orientation strategy, by
(1) Maintaining infrequent contact with customer
(2) Collecting and disseminating market information
(3) Focusing on cutting costs
(4) Following the competition’s lead

ANSWER – (2)

Q.7. From management's point of view, what is the advantage of a straight salary compensation plan?
(1) With a straight salary plan, selling costs are kept in proportion to sales.
(2) The straight salary plan is simple and economical to administer.
(3) With a straight salary plan, salespeople have the assurance of positive feedback.
(4) A straight salary plan links performance to leadership style.

ANSWER – (2)

Q.8. The most critical impact to a sales organization affected by down-sizing is that:
(1) The sales team is de-motivated
(2) The company must recalculate sales budgets
(3) The sales workload must be redistributed
(4) Customers may change suppliers due to severed relationship with salesperson
Q. 9. The three major tasks involved in the implementation stage of the sales management process are:
(1) salesforce recruitment and selection, salesforce training, and salesforce motivation and compensation.
(2) Developing account management policies, implementing the account management policies, correcting the account management policies.
(3) Setting sales objectives, organizing the salesforce, and developing account management policies.
(4) Organizing the salesforce, quantitative assessment, and follow-up.

ANSWER – (1)

Q. 10. In which method does the net profits will increase when additional salespeople are added, if the increase in the amount of sales revenue exceed the incremental costs?
(1) Workload
(2) Sales potential (or breakdown)
(3) Incremental
(4) None of the above

ANSWER – (3)

Q. 11. An effective sales plan objective should be:
(1) Precise, measurable, and time specific.
(2) General, measurable, and flexible.
(3) Profitable, subjective, and measurable.
(4) Precise, profitable, and flexible.

ANSWER – (1)

Q. 12. If a company chooses to employ its own sales force, the three organizational structures it may use are:
MULTIPLE CHOICE QUESTIONS

(1) Dollar volume, geography, and customer.
(2) Geography, customer, and product.
(3) Geography, market size, and product.
(4) Market size, product, and customer.

ANSWER – (2)

Q.13. Long-term compensation plans:
(1) Include bonuses and contests
(2) Should be evaluated and modified quarterly
(3) Should be well thought out, so that few changes will be needed from year to year
(4) Must be developed so that short-term compensation plans will not be necessary

ANSWER – (C)

Q.14.....................is teaching how to do the jobs.
(1) Sales personnel
(2) Sales target
(3) Sales force training
(4) Induction

ANSWER – (3)

Q.15. Which of the following is NOT one of the major factors affecting how compensation is structured for a sales force?
(1) wage level in relation to salespeople in other organizations in the industry
(2) salesperson's individual wage
(3) wage structure for the sales force
(4) number of new customers in each sales territory

ANSWER – (4)

Q16. Which of the following elements is NOT used for determining the size of a sales force in the workload method?
MULTIPLE CHOICE QUESTIONS

(1) Number of salespeople.
(2) Number of customers.
(3) Length of an average call.
(4) Number of years in sales experience

ANSWER – (4)

Q. 17. The most frequently used type of compensation plan is a:
(1) Straight salary compensation plan.
(2) Straight commission compensation plan.
(3) Combination compensation plan.
(4) Weighted compensation plan.

ANSWER – (3)

Q.18. In medium and large firms, one would find the…………………types of organization
(1) Line sales organization
(2) Line and staff sales organization
(3) Functional sales organization
(4) None of the above

ANSWER –(2)

Q.19. The first step in determining how a firm's sales force compensation program will be
structured is to determine the:
(1) Wage level relative to salespeople in other organizations in the industry
(2) Salesperson's individual wage
(3) Wage structure for the sales force
(4) Number of new customers in each sales territory

ANSWER – (1)

Q.20. When commission is combined with a base salary it is known as....................
(1) Commission based compensation plans
MULTIPLE CHOICE QUESTIONS

(2) Straight salary compensation plan
(3) Territory volume compensation plans
(4) Profit margin/ revenue based sales compensation plans

ANSWER-(1)

Q. 21. The workload method is used to:
(1) Quantify the point at which the sale can be closed.
(2) Calculate commission compensation payment.
(3) Determine how much training a salesperson needs.
(4) Determine the size of a salesforce.

ANSWER – (D)

Q. 22. There are three interrelated elements of rewards for salespeople. One of the elements is nonfinancial compensation and includes:
(1) Recognition dinners, certificates of achievement, and features in sales newsletters
(2) Larger accounts and sales territories
(3) Personal development opportunities, merit salary increases, and promotions
(4) Promotions, certificates of achievement, and larger sales territories

ANSWER – (1)

Q. 23. Research relating sales people’s personal characteristics to sales aptitude and job performance suggests there is no single set of traits and abilities that sales managers can use as criteria for deciding what kind of recruits to hire is known as.............
(1) Job analysis
(2) Physical examination
(3) Projective tests
(4) Training

ANSWER – (1)
Q. 24. All of the following would be major sales force management decision steps EXCEPT:
(1) Designing sales force strategy and structure.
(2) Supervising salespeople.
(3) Global management and marketing structures.
(4) Recruiting and selecting salespeople.

ANSWER – (3)

Q. 25. In which organizational structure, all sales personnel receive direction from, and are accountable to different executives, on different aspects of their work?
(1) Line sales organization
(2) Line and staff sales organization
(3) Functional sales organization
(4) None of the above

ANSWER –(3)

Q. 26. Which of the following WOULD NOT be a method of establishing sales force structure?
(1) Territorial sales force structure.
(2) Lifestyle sales force structure.
(3) Product sales force structure.
(4) Customer sales force structure.

ANSWER – (2)

Q. 27. In which type of compensation plan there is no incentives?
(1) Commission based compensation plans
(2) Straight salary compensation plan
(3) Territory volume compensation plans
(4) Profit margin/ revenue based sales compensation plans

ANSWER – (2)
Q. 28. A company's compensation plan should reflect its overall marketing strategy. For example, if the strategy is to grow rapidly and gain market share, the compensation plan might include:
(1) Encouragement for team selling.
(2) Rewards for account management.
(3) A larger commission component coupled with a new-account bonus to encourage high sales performance.
(4) Incentives to manage the product mix.

Q.29. Tests of intelligence tests are known as.....................
(1) Projective tests
(2) Tests of habitual characteristics
(3) Tests of ability
(4) Achievement tests

ANSWER – (3)

Q.30. There are three interrelated elements of rewards for salespeople. One of the elements is direct financial rewards and includes:
(1) Salary, commission, and career advancement
(2) Merit salary increases, commission, and better territory
(3) Merit salary increases, bonuses, and commissions
(4) Larger sales territories, bonuses, insurance, and a certificate of achievement

ANSWER- (3)

Q.31. Which is of these is how sales is in the 21st Century?
(1) Keep tabs on changing technologies
(2) Treat sales personnel as equals
(3) Executive selling for high level accounts
(4) Work closely with internal departments
MULTIPLE CHOICE QUESTIONS

ANSWER – (3)

Q 32. Which is a way to move toward relationship selling versus transactional selling?
(1) All of the above a ways to move toward relationship selling
(2) Price for profit
(3) Retain Accounts
(4) Preferred Suppliers

ANSWER (1)

Q 33. ______ is business sell lists of prospects.
(1) Cold canvassing
(2) Company sources
(3) External referral agencies
(4) Published directories

ANSWER (3)

Q 34. Earning 20% return on investment is an example of which strategic marketing planning.
(1) Objective
(2) Tactics
(3) Neither
(4) Strategy

ANSWER (1)

Q 35. __________ is how the products will benefit the company.
(1) New business seller
(2) Key account seller
(3) Missionary seller
(4) Consultative seller
MULTIPLE CHOICE QUESTIONS

ANSWER (4)

Q.36. In terms of prospecting, identifying leads, the __________ is when often customers may given some type of bonus by providing names.
(1) Company source
(2) External referral agencies
(3) Published directories
(4) Customer referrals

ANSWER (4)

Q.37. __________ is work for a manufacturer and call on customers to provide product information, may be involved in promotional activities. (Ex: pharmaceutical reps)
(1) Sales support
(2) New business seller
(3) Delivery seller
(4) Missionary seller

ANSWER (4)

Q.38. __________ is the planning stage, learning about the customer and learning about who makes the final decision.
(1) Pre-approach
(2) Approach
(3) The Needs assessment
(4) Prospecting

ANSWER (1)

Q.39. Selling has been around for years, according to history, which one is not a form of selling?
(1) Canvassers
(2) Book Agents
(3) Bookies

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MULTIPLE CHOICE QUESTIONS

Q.40. Which is a level that is found amongst sales managers?
(1) Coordinator
(2) CEO
(3) District Manager
(4) Regional President

ANSWER (3)

Q.41. ________ is realizing upon making the call that the information needs to be reassessed.
(1) Needs assessment
(2) Sales pipeline
(3) Adaptive selling
(4) Pre-approach

ANSWER (3)

Q.42 ________ is simply a full listing of the names and contact information for all prospects, categorized by how likely they are to purchase the product.
(1) Customer research
(2) Adaptive selling
(3) Sales pipeline
(4) Need assessment

ANSWER – (3)

Q.43. Prospecting involves two components ________________ and ________________.
(1) Task finding and task orientation
(2) Identifying leads and qualifying leads
(3) Task finding and qualifying leads
MULTIPLE CHOICE QUESTIONS

(4) Identifying leads, task finding

ANSWER (2)

Q.44. ________ is the meet the needs of key (usually large accounts), the goal is to maintain the account.
   (1) Key account seller
   (2) Delivery seller
   (3) Consultative seller
   (4) New business seller

ANSWER (1)

Q.45. ________ is when unannounced calls are made
   (1) Cold canvassing
   (2) Published directories
   (3) Company sources
   (4) Networking

ANSWER (1)

Q.46. ________ is knowing what is needed as new products are being developed
   (1) Significant teamwork
   (2) Open Communication
   (3) Customers and the planning process
   (4) Integration of Marketing

ANSWER (3)

Q.47. A manager are team leaders but can fail if ______________________________
   (1) Treat sales personnel as equals
   (2) Exceed customer expectations by bringing additional value
   (3) Don't have structure and discipline

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(4) Work closely with internal departments

ANSWER (3)

Q.48. In the stage of needs assessment some critical things that could be done is to, ask situational questions, problem impact questions, solution value questions and _________
   (1) Original questions
   (2) None of the answers
   (3) Task oriented questions
   (4) Confirmatory questions

ANSWER – (4)

Q.49. ________ is with there is a buying center, team selling and the use of total quality management.
   (1) Integration of marketing
   (2) Integrating of production and sales
   (3) Significant teamwork
   (4) Customers and the planning process

ANSWER – (3)
UNIT – IV SALES PLANNING AND CONTROL

Q 1. Which of the following provides the backbone of marketing?
(1) Sales forecasting  
(2) Profit forecasting  
(3) Market targeting  
(4) Market segmentation  

ANSWER (1)

Q 2. The types of sales forecasting include
(1) Micro forecasting  
(2) Macro forecasting  
(3) Both (1) and (2)  
(4) Minor forecasting  

ANSWER (3)

Q 3. Macro forecasting is concerned with forecasting markets in
(1) Fragmentation  
(2) Segmentation  
(3) Totality  
(4) Partiality  

ANSWER (3)

Q 4. Micro forecasting determines
(1) Product's market share  
(2) Price's market share  
(3) Place's market share  
(4) Product's price  

ANSWER (1)
Q 5. The type of forecasting is selected on the basis of
(1) Degree of accuracy
(2) Availability of data
(3) Time horizon
(4) Product positioning
(5) All of the above

ANSWER (5)

Q.6. Which of the following is/are the type of sales forecast on the basis of time frame
(1) Short range
(2) Long range
(3) Perspective planning forecast
(4) All of the above

ANSWER (4)

Q 7. Sales forecasting involves study of
(1) Sales planning
(2) Distribution outlets
(3) Consumer needs and demands
(4) All of the above

ANSWER (4)

Q 8. Sales forecasting involves
(1) Sales Planning
(2) Sales Pricing
(3) Distribution channels
(4) Consumer tastes

ANSWER (1)
Q. 9. Benchmark' means
(1) Sales performance measurement
(2) Marks given to salesperson
(3) Appraisal
(4) Standard values for comparison

ANSWER (4)

Q. 10. The analytics and statistical method of sales forecasting include
(1) Extrapolation method
(2) Moving average method
(3) Time series analysis
(4) Regression method
(5) All of the above

ANSWER (5)

Q. 11. The first stage in creating the sales forecasting is to estimate
(1) Market demand
(2) Profit
(3) Wealth
(4) Prospect

ANSWER (1)

Q. 12. The first stage in creating the sales forecasting is to estimate
(1) Market demand
(2) Profit
(3) Wealth
(4) Prospect

ANSWER (1)
Q.13 The component of sales forecast is/are
(1) Sales target
(2) Sales budget
(3) Both (1) and (2)
(4) Sales volume

ANSWER (3)

Q 14. Sales forecasting can be based on which of the following information?
(1) What customers say about the product
(2) What customers are actually doing
(3) What customers have done in the past
(4) All of the above

ANSWER (4)

Q 15. A common method of preparing sales forecast consists of
(1) Prepare a macro economic forecast
(2) Prepare on industry sales forecast
(3) Prepare a company sales forecast
(4) All of the above

ANSWER (4)

Q 16. Which of the following are included in sales forecasting?
(1) Sales pricing
(2) Sales planning
(3) Distribution channels
(4) All of the above

ANSWER (4)
Q 17. .............of the following are the steps of traditional selling strategy?
(1) Prospective
(2) Qualifying
(3) Approach
(4) All of the above.

ANSWER (4)

Q 18. Which of the following is not a part of traditional selling strategy?
(1) Approach
(2) Pre approach
(3) Presentation
(4) Online sales

ANSWER (4)

Q 19. Which of the following is the foundational step of the sales process?
(1) Solve the objections
(2) Follow-up
(3) Prospecting
(4) Presentation

ANSWER (3)

Q 20. Before planning a sale, which or the following activity is conducted by the sales person?
(1) Approach
(2) Research
(3) Follow-up
(4) Presentation

ANSWER (2)
Q 21. Which of the following is a part of pre-approach process?
(1) Knowing customer’s need
(2) Learning relevant background.
(3) Researches prospects
(4) All of the above.

ANSWER (4)

Q 22. Which of the following is not a part of approach?
(1) Introduction
(2) Warm up questions
(3) Explaining who you are and whom you represent
(4) Agreeing on the terms of sales.

ANSWER (4)

Q 23. Which of the following are the way of approach?
(1) Phone
(2) email
(4) In person
(5) All of the above

ANSWER (5)

Q 24. Which of the following activity is explaining how the product meets that person or company’s need?
(1) Presentation
(2) Follow-up
(3) Qualifying
(4) Prospective

ANSWER – (1)
Q 25. Which of the following activity should be done after presentation?
(1) Handling objection
(2) Closing the sale
(3) Following-up
(4) None of the above

ANSWER – (1)

Q 26. What is the final step of traditional selling strategy?
(1) Following-up
(2) Closing the sale
(3) Approach
(4) Pre approach.

ANSWER (1)

Q 27. Which of the following activity is offered by online airline services?
(1) Booking
(2) Seats selection
(3) Automated flight status
(4) All of the above

ANSWER (4)

Q 28. What is the purpose of alliances created by travel companies?
(1) Reduce purchasing cost
(2) Increase sales
(3) both a and b
(4) None of a and b

ANSWER (3)
Q 29. Which of the following is the benefit of online stock trading?
(1) Cost benefit
(2) Flexible
(3) Full control
(4) All of the above

ANSWER (4)

Q 30. Which of the following is not the benefit of online stock trading?
(1) Handy tools
(2) Proper information
(3) Time consuming
(4) Flexibility

ANSWER (C)

Q 31. Handy tools in online stock trading includes...
(1) Interest earned
(2) Financial screeners to research stock and bonds
(3) Yield returns
(4) All of the above

ANSWER (4)

Q 32. Which of the following is the factor contributing the drastic growth of online investing?
(1) Easy and ready access to the data
(2) Offering transactions at the lower price
(3) both a and b
(4) None of the above

ANSWER (3)
Q 33. Which type deals with auction?
(1) B2B
(2) C2B
(3) C2B
(4) C2C

ANSWER – (4)

Q 34. Which segment is eBay an example?
(1) B2B
(2) C2C
(3) C2B
(4) none of the above

ANSWER- (4)

Q 35. Which type of e-commerce focuses on consumers dealing with each others? 
(1) B2B
(2) B2C
(3) C2B
(4) C2C

ANSWER (4)

Q 36. Mobile Commerce can be defined as –
(1) M-Phil
(2) M-Business
(3) M-Com.
(4) M-organization

ANSWER (3)
Q 37. Define forecasting as a systematic attempt to people the future by interference from known facts.
   (1) Allen
   (2) Henry Fayol
   (3) American Marketing Association
   (4) None of the above

ANSWER (1)

Q 39. One of the objectives of forecasting is to determine ............
   (1) Regular supply of raw materials
   (2) A Suitable production policy
   (3) Best utilization of machines
   (4) None of the above

ANSWER (2)

Q 40. One of the long term objectives of forecasting is to provide ............
   (1) Long term production
   (2) Plant capacity
   (3) Labour
   (4) Short term production

ANSWER (3)

Q 41. In the words of ...............A sales quota is the sales goal set for a product, geographical area or sales representative. It is primarily a managerial device for defining and stimulating sales efforts.
   (1) Allen
   (2) Colin and Cadewell
   (3) Henry Fayol
   (4) Philip Kotler

ANSWER (4)
MULTIPLE CHOICE QUESTIONS

ANSWER (4)

Q 42. One of the purpose of sales quota is to evaluate the .................
   (1) Performance
   (2) Goals and incentives
   (3) Salesperson activities
   (4) None of the above

ANSWER (1)

Q 43. ............is set for an individual salesperson, geographical areas, product lines or distributive outlet or for any one or more of these on combination.
   (1) Past sales
   (2) Sales volumes quotas
   (3) None of the above
   (4) Total market estimates

ANSWER (2)

Q 44. A........is a goal set for a salesperson or sales department measured in revenue or units sold for a specific time.
   (1) Sales forecasting
   (2) Sales quotas
   (3) Sales Targets
   (4) None of the above

ANSWER (3)

Q 45. ..................is a detailed examination of salts volume by territory.
   (1) Sales control
   (2) Sales target
   (3) Sales attribute
   (4) Sales analysis

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MULTIPLE CHOICE QUESTIONS

ANSWER (4)

Q 46. .........................are maintained by accounting department sales organization. These records are made of salesmen’s reports.
(1) Sales records
(2) Sales reports
(3) Sales analysis
(4) None of the above

ANSWER (1)

Q.48. A.............is a systematic and comprehensive appraisal of the total selling operation. It appraises integration of the individual inputs to the personal selling efforts and identifies and evaluates assumption underlying the sales operation.
(1) Organization report
(2) Sales Audit
(3) Organization forecast
(4) Sales report

ANSWER (2)
MULTIPLE CHOICE QUESTIONS

UNIT - V . PERSONAL SELLING AND RELATIONSHIP MANAGEMENT

Q1. Ask for order, review points of agreement, help in writing up the order, ask which model the customer wants, note that customer will lose out if not ordered now; offer incentives to buy now – lower price, larger quantity for same price are several techniques of ________________.
(1) Approach
(2) Pre-approach
(3) Follow-up
(4) Closing

ANSWER: (4)

Q2. What P stands for?
(1) response or the internal response tendency, that is, the act of purchasing a brand or patronizing a supplier
(2) predisposition or the inward response tendency, that is, force of habit
(3) present drive level
(4) “incentive potential,” that is, the value of the product or its potential satisfaction to the buyer
(5) intensity of all cues: triggering, product, or informational

ANSWER: (2)

Q3. A person acting for company by performing ________________ activity for the company.
(1) prospecting
(2) communicating
(3) servicing
(4) All of the above

ANSWER: (5)
Q4. A sales forces organization that assigns each salesperson to a geographical territory in which that salespersons have to sell the company's full line is
(1) Product sales force
(2) Customer sales force
(3) Complex structure
(4) Territorial sales force

ANSWER: (4)

Q5. Reduce buyer concerns that might have arisen after the sale, reveal problems, assure buyer of salesperson's interest, ensure customer satisfaction and repeat business is called
(1) Approach
(2) Follow-up
(3) Closing
(4) Pre-approach

ANSWER: (2)

Q6. Companies using team of salespeople specialized in sales, marketing, engineering, finance and technical support used for managing complex accounts is known as
(1) Outside sales force
(2) Inside sales force
(3) Telemarketing
(4) Team selling

ANSWER: (4)

Q7. The salespeople of sales force sell their product may be relevant to a wide variety of products, types of customers, and broad geographic area.
(1) Product sales force
(2) Customer sales force
(3) Complex structure
(4) Territorial sales force
MULTIPLE CHOICE QUESTIONS

Q8. The salespeople who travel to call on customers is known as
(1) Outside sales force
(2) Field sales force
(3) Inside sales force
(4) Both 1 and 2

ANSWER: (4)

Q9. J.A Howard gave a formula for “Behavioral Equation” \( B = P \times D \times K \times V \)
What V stands for?
(1) response or the internal response tendency, that is, the act of purchasing a brand or patronizing a supplier
(2) predisposition or the inward response tendency, that is, force of habit
(3) present drive level
(4) “incentive potential,” that is, the value of the product or its potential satisfaction to the buyer
(5) intensity of all cues: triggering, product, or informational

ANSWER: (5)

Q10. What is the next step after “negotiation” in personal selling process?
(1) The opening
(2) Need and problem identification
(3) Closing the sale
(4) Dealing with objectives

ANSWER: (3)

Q11. __________________________ is the most effective promotional tool in making buyers preferences, convictions and most importantly actions.
(1) Personal selling
MULTIPLE CHOICE QUESTIONS

(2) Promotion mix
(3) Dealers promotion method
(4) Sales promotion

ANSWER: (1)

Q12. Designing sales force strategy and structure, recruit and select, training, compensation, supervise and evaluation are the major steps of
(1) Designing sales force
(2) Sales force management
(3) Sales force strategy
(4) Structure of sales force

ANSWER: (2)

Q13. Fringe benefit, variable amount, fixed amount, expenses are the part of _________________ in Salesforce Management.
(1) Recruiting
(2) Training
(3) Supervising
(4) Compensating
(5) Evaluating

ANSWER: (4)

Q14. What are the key concepts of personal selling?
(1) Needs analysis
(2) Demonstration
(3) Sale presentation
(4) All of these

ANSWER: (5)
Q15. Providing knowledge of product, personality development, communicating the criteria to the salesperson are _____________________ in sales force management.

(1) Formal evaluation
(2) Qualitative evaluation
(3) Product evaluation
(4) Training evaluation

ANSWER: (2)

Q16. Salespeople who sells their product directly to the customers on telephone is called

(1) Outside sales force
(2) Inside sales force
(3) Telemarketing
(4) Team selling

ANSWER: (3)

Q17. Contribution to net profit, evaluation of current vs past, ranking, clearing standards and sales vs expenses are _____________________ in sales force management.

(1) Training evaluation
(2) Qualitative evaluation
(3) Formal evaluation
(4) Product evaluation

ANSWER: (3)

Q18 ________________________ is a specialist form of personal selling.

(1) Point of selling
(2) Mis-selling
(3) Group selling
(4) Face to face selling
(5) Both 1 and 4
MULTIPLE CHOICE QUESTIONS

Q19. J.A Howard gave a formula for “Behavioral Equation” \( B = P \times D \times K \times V \)

What K stands for?

(1) response or the internal response tendency, that is, the act of purchasing a brand or patronizing a supplier
(2) predisposition or the inward response tendency, that is, force of habit
(3) present drive level
(4) “incentive potential,” that is, the value of the product or its potential satisfaction to the buyer
(5) intensity of all cues: triggering, product, or informational

**ANSWER:** (4)

Q20. What is the next step after “closing the sale” in personal selling process?

(1) The opening
(2) Need and problem identification
(3) Closing the sale
(4) Dealing with objectives
(5) Follow up

**ANSWER:** (5)

Q21. Asking referrals from the customers, reward proper scouting, identifying good leads from bad ones is ____________ step of personal marketing.

(1) Approach
(2) Handling objections
(3) Pre-approach
(4) Prospecting and qualifying

**ANSWER:** (4)
Q22. What is the next step after “the opening” in personal selling process?
(1) negotiation  
(2) Need and problem identification  
(3) Closing the sale  
(4) Dealing with objectives  

ANSWER: (2)

Q23. 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.
(1) Approach  
(2) Handling objections  
(3) Pre-approach  
(4) Prospecting and qualifying  

ANSWER: (1)

Q24. Company XYZ is a manufacture of motors and pumps employs regional salesperson to sell its product to wholesaler and cities is an example of
(1) Public relation  
(2) Personal selling  
(3) Promotion mix  
(4) Trade promotion  

ANSWER: (2)

Q25. 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.
(1) Approach  
(2) Presentation and demonstration  
(3) Pre-approach  

ANSWER: (3)
MULTIPLE CHOICE QUESTIONS

Q26. Sale people are same as
(1) Sales consultant
(2) Agents
(3) Marketing representative
(4) Sales engineer

ANSWER: (5)

Q27. Use of positive approach, seek out hidden objections, ask the buyer for clarifications and objections is _____________
(1) Approach
(2) Pre-approach
(3) Handling objections
(4) Prospecting and qualifying

ANSWER: (3)

Q28. 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
(1) Follow-up
(2) Approach
(3) Relationship marketing
(4) Closing

ANSWER: (3)

Q29. Salespeople who conduct business from their offices through telephones and visiting to customers site is known as
(1) Outside sales force
(2) Inside sales force
(3) Telemarketing
(4) Team selling

ANSWER: (2)

Q30. ________________ involves the use of satisfied customers to convince the buyer of the
effectiveness of the salesperson’s product.
(1) Demonstration
(2) Guarantees
(3) Trail orders
(4) Reference selling

ANSWER: (4)

Q 31. A sales force organization under which salespeople sells their product only to the certain
customers or industries is
(1) Product sales force
(2) Customer sales force
(3) Complex structure
(4) Territorial sales force

ANSWER: (2)

Q 32. A sales force organization under which salespeople sells only a portion or particular
product of the company's product.
(1) Product sales force
(2) Customer sales force
(3) Complex structure
(4) Territorial sales force

ANSWER: (1)
Q33. 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.
(1) Approach
(2) Handling objections
(3) Pre-approach
(4) Prospecting and qualifying

ANSWER: (3)

Q34. The selling concept by which sellers and buyers come in direct contact is
(1) Sales promotion
(2) Personal selling
(3) Public relation
(4) Promotion mix

ANSWER: (2)

Q35. Which of the following not comes under Pre Demonstration in Personal Selling?
(1) Make the process as brief as possible
(2) Make the process as complex as possible
(3) Rehearse the approach to likely objection with colleague
(4) Know the product’s selling point

ANSWER: (2)

Q36. What are the objectives of personal selling?
(1) Distinguish the various phase of selling process.
(2) Close a sale
(3) Know how to deal with buyer
(4) All of these

ANSWER: (4)
MULTIPLE CHOICE QUESTIONS

Q37. While developing ________________ salesperson must know about the characteristics desired of the salespeople by buyers.
(1) Presentation skills
(2) Selling skills
(3) Personal selling skills
(4) Marketing skills

ANSWER: (3)

Q38. J.A Howard gave a formula for “Behavioral Equation” B=P*D*K*V

What B stands for?
(1) response or the internal response tendency, that is, the act of Purchasing a brand or patronizing a supplier
(2) predisposition or the inward response tendency, that is, force of habit
(3) present drive level
(4) “incentive potential,” that is, the value of the product or its potential Satisfaction to the buyer
(5) intensity of all cues: triggering, product, or informational

ANSWER: (1)

Q39. Which theory is summarized as “Everything was Right” theory?
(1) Situation Response Theory
(2) Right set of circumstances theory
(3) Buying formula theory of selling
(4) Both 1 and 2

ANSWER: (4)

Q40. What is the next step after “Need and Problem identification” in personal selling process?
(1) The opening
(2) Presentation and demonstration
MULTIPLE CHOICE QUESTIONS

(3) Dealing with objectives
(4) Negotiation

ANSWER: (2)

Q41. Which among the following is not any stage of personal selling process?
(1) The opening
(2) Need and problem identification
(3) Selling the product
(4) Negotiation

ANSWER (3)

Q42. What is AIDA?
(1) Attention Interest Desire Action
(2) Attract Interest Desire Action
(3) Attention Interest Design Action
(4) Attract Interest Design Action
(5) None of these

ANSWER: (1)

Q43. ________________ is product reliability, after-sales service and delivery supported by penalty clauses so that the buyer can claim the cost if something go wrong during the given period by the salesperson.
(1) Demonstration
(2) Guarantees
(3) Trail orders
(4) Reference selling

ANSWER: (2)
Q44. Purchase process if differentiated by a mental sequence of events that goes on in prospects mind is
(1) AIDA
(2) Buying formula theory
(3) Selling theory
(4) Marketing theory

ANSWER: (2)

Q45. Which among the following are the methods for handling and overcoming objections in personal selling?
(1) Third party compensation
(2) Turn an objective into benefit
(3) Deny objections tactfully
(4) All of these

ANSWER: (4)

Q46. Which among the following explains “Behavioral Theory Equation”?
(1) Drives
(2) Cues
(3) Response
(4) All of these

ANSWER: (4)

Q47. Which among the following is a type of cue in “Behavioral Theory Equation” in personal selling?
(1) No triggering cues
(2) Triggering cues
(3) Information cues
(4) All of these
MULTIPLE CHOICE QUESTIONS

ANSWER: (4)

Q48. J.A Howard gave a formula for “Behavioral Equation”
   \[ B=P*D*K*V \]
   What D stands for?
   (1) response or the internal response tendency, that is, the act of Purchasing a brand or patronizing a supplier
   (2) predisposition or the inward response tendency, that is, force of habit
   (3) present drive level
   (4) “incentive potential,” that is, the value of the product or its potential Satisfaction to the buyer

ANSWER: (3)

Q49. Which theory is also known as “Situation Response Theory”?
   (1) AIDAS theory
   (2) Buying formula theory of selling
   (3) Behavioral equation theory
   (4) Right set of circumstances theory

ANSWER: (4)

Q50. ________________ reduces risk because they prove the benefits of the product.
   (1) Demonstration
   (2) Guarantees
   (3) Trail orders
   (4) Reference selling

ANSWER: (1)

Q51. For making advertisement s more effective, the manufacturers improve ____________ and launch new products.
   (1) Existing products
MULTIPLE CHOICE QUESTIONS

(2) Advertisement style
(3) Marketing channel
(4) Sponsors

ANSWER: (1)

Q52. It is advisable to use ____________________ as a source of advertising.
(1) Social media
(2) Email
(3) Radio
(4) Television

ANSWER: (4)

Q53. Selecting time, choosing media types, deciding on reach of frequency and media vehicle for advertisements are part of
(1) Media strategy
(2) Media execution
(3) Selecting media
(4) Measuring communication

ANSWER: (3)

Q4. To introduce the new products to world of consumers is the main goal of
(1) Entertainment
(2) Advertising
(3) Boost the sales
(4) Online marketing

ANSWER – (2)
Q 55. Advertisement through radio was very popular till the middle of last century because of _____________.
(1) Its effectiveness  
(2) More popular than newspaper  
(3) Mass reach  
(4) Cost of advertisement

ANSWER: (3)

Q 56. Advertising creates employment as it increases the volume of sales and _____________.
(1) Production  
(2) Marketing  
(3) Promotion  
(4) Personal selling

ANSWER: (1)

Q 57. Lower costs, greater global advertising coordination consistent worldwide image are the ________________ of international marketing decision.
(1) Standardization drawbacks  
(2) Advertisement regulations  
(3) Standardization benefits  
(4) Typical responses

ANSWER: (3)

Q 58. The most popular form of advertising and it reaches to masses.
(1) Social media  
(2) Email  
(3) Radio  
(4) Print

ANSWER: (5)