

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) -201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2021-23)
MID TERM QUIZ EXAMINATION (TERM -III)

Subject Name: Sales Management
Sub. Code: PGM31

Time: **01.00 hrs**
Max Marks: **20**

Note:

- 1. Writing anything except Roll Number on Quiz paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. There is no negative marking for wrong answer.**
- 3. Tick marks the correct answer.**

Attempt all questions. All questions are compulsory.

40×0.5 = 20 Marks

Q1. ___ the sales representative are responsible for selling the manufactured goods to the wholesale dealers as well as retail traders. (CO1, L1)

- Business selling
- technical selling
- Indirect-trade sales**
- Missionary sales

Q2. Present new idea to decision-makers is ___ skills of sales executive. (CO2, L2)

- Communication
- Influence and persuasion**
- Negotiation
- Prioritizing and goal setting

Q3. Communicate the high value of services over the competition is a part of (CO2, L2)

- Communication
- Influence and persuasion
- Negotiation**
- Prioritizing and goal setting

Q4. A key factor in the retail purchase of jewelry is the customer's confidence in the___ (CO2, L2)

- Store
- Durability
- Availability
- Sales associate**

Q5. ___ marketing is responsible for ensuring that product in distributor and reseller locations gets sold out. (CO1, L1)

- Channel**
- Tele
- online
- POS

Q6. Kiosk is an example of (CO1, L1)

- Wholesaling
- Retailing**

- c. Franchising
- d. Buying organizations

Q7. ___ is recognized as a low-cost and effective method for communicating with corporate customers due to increasing costs. (CO1, L2)

- a. Personal selling
- b. Sale promotion
- c. Public relations
- d. Direct marketing

Q8. By maintaining contact after the sale the seller is in a position to become more accepted by the customer, which invariably leads to the ___ (CO2, L2)

- a). Learn about competitors
- b) Learn about Society
- c) Learn about Market
- d) Salesperson learn more about the customer and its choice

Q9 What is the role of the sales manager as an effective pathway to generate sales. (CO2, L1)

- a) Manage sales
- b) manage employees
- c) manage resources
- d) Manage Records

Q10. _____ is simply a full listing of the names and contact information for all prospects; categorized by how likely they are to purchase the product. (CO1, L1)

- a). Customer research
- b). Adaptive selling
- c). Sales pipeline
- d). Need assessment

Q11. _____ work for a manufacturer and provide product information to a prospective customer or decision maker who has an influence on the buying decision rather than directly selling the product. (Ex: pharmaceutical reps) (CO2, L2)

- a) Sales support
- b) New business seller
- c) Delivery seller
- d) Missionary seller

Q12. _____of the following are the steps of traditional selling strategy? (CO1, L1)

- a) Prospective
- b) Qualifying
- c) Approach
- d) All of the above.

Q13. Which of the following statements about sales force management is true? (CO1, L4)

- 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

Q14. Companies using team of salespeople specialized in sales, marketing, engineering, finance and technical support used for managing complex accounts is known as (C01, L1)

- a) Outside sales force
- b) Inside sales force
- c) Telemarketing
- d) **Team selling**

Q15. What is the next step after “the opening” in personal selling process? (C01, L1)

- a) Negotiation
- b) **Need and problem identification**
- c) Closing the sale
- d) Dealing with objectives

Q16. The sales force can play a central role in achieving a marketing orientation strategy, by (C02, L2)

- a) Maintaining infrequent contact with customer
- b) **Collecting and disseminating market information**
- c) Focusing on cutting costs
- d) Following the competition's lead

Q17. 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: (C03, L3)

- 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

Q18. Purchase process if differentiated by a mental sequence of events that goes on in prospects mind is (C01, L1)

- a) AIDA
- b) **Buying formula theory**
- c) Selling theory
- d) Marketing theory

Q19. Prospecting involves two components _____ and _____ (C01, L1)

- a) Task finding and task orientation
- b) **Identifying leads and qualifying leads**
- c) Task finding and qualifying leads
- d) Identifying leads, task finding

Q 20. As a sales professional, what is your most important key skill needed? (C01, L2)

- a) Problem solving skills
- b) Predisposition or the inward response tendency, that is, force of habit
- c) Presentation Skills
- d) Listening skills

Q21. Which is an effective follow-up activity that salespeople can use to provide good service and develop strong relationships with customers? (CO1, L1)

- a) Ask for referrals
- b) Call to make sure the products are satisfactory
- c) Explain the company's business plan
- d) Send articles about local competitors

Q22. A sales lead is also called a (CO1, L1)

- a) consumer
- b) business customer
- c) suspect
- d) client

Q23. Marketing understands the _____ of customer and creates _____ in the market (CO1, L1)

- a) Expectation, action
- b) Need, Pull
- c) Want, Push
- d) Profile , leads

Q24. Sales make _____ with customer and generate _____ and _____.(CO1, L1)

- a) Segment, Volume, Profit
- b) Relationship, Order, Loyalty
- c) Contact, Relationship, Volume
- d) Contact, Volume, Profit

Q25. In production/selling orientation, Organization focus on needs of _____ but in marketing orientation organization focus on needs and wants of _____.(CO1, L1)

- a) Customer, Customer
- b) Seller, Customer
- c) Seller, Seller
- d) Customer, Seller

Q26. The legend for AIDA formula includes attention, interest, desire and (CO1, L1)

- a) Allow
- b) Action
- c) Alter
- d) Ask

Q27. What is meant by consultative selling? (CO1, L1)

- a) Offering customers discounts
- b) Selling by offering alternatives
- c) Selling by first understanding the customer's needs
- d) Using features and benefits to sell

Q28. In commerce, a retailer buys goods or products in large quantities from __, either directly or through wholesalers, and then sells individual items or small quantities to the general public (CO1, L1)

- a) Wholesalers
- b) retailers
- c) organization buyers
- d) **manufacturers**

Q29. What is the role of the sales manager as an effective pathway to generate sales (CO1, L1)

- a) **Manage sales**
- b) manage employees
- c) manage resources
- d) Manage Records

Q30. Many products benefit from customers being shown how products are used through a __. (CO1, L1)

- a) Exhibition
- b) Shows
- c) **Demonstration**
- d) Display

Q31. SFA stands for __ (CO1, L1)

- a) Sales Feedback Administration
- b) Service Feedback Management
- c) Sales force Management
- d) **Sales Force Automation**

Q32. Cross Selling Means_____ (CO1, L1)

- a) Cross country sales
- b) Selling to employee
- c) **Selling other products to the existing employee**
- d) Sales force Management

Q33. According to American Marketers Association, this is the planning, direction, and control of the personnel, selling activities of a business unit including recruiting, selecting, training, assigning, rating, supervising, paying, motivating, as all these tasks apply to the personnel sales-force. (CO1, L1)

- a) Marketing Management
- b) **Sales Management**
- c) Business Development
- d) Strategic Management

Q34. In this method companies use satisfied customers as source of referrals. Sales representatives ask current customers for names of friends or business associates who might need similar products or services. (CO1, L1)

- a) Cold calls
- b) Directories
- c) Mailing List
- d) **Endless Chain**

Q35. Avon, Amway, and Tupperware use which of the following forms of channel distribution? (CO3, L2)

- a) **Direct marketing channel**
- b) Indirect marketing channel
- c) Retail marketing channel

d) Reverse marketing channel

Q36. Setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives is known as.....(CO1, L1)

- a) Marketing plan
- b) Sales Policy
- c) Sales Administration
- d) Sales Planning

Q37. ____ refers to the “Point Of Sale” in Marketing Mix. (CO1, L1)

- a) Product
- b) Place
- c) Price
- d) Physical evidence

Q38. To review the performance of the team including the marketing and sales campaign/program as well as to help a business individual or a firm to create a future solid strategic plan by following the sales trend and market behavior is called____. (CO1, L1)

- a) Sales Operations
- b) Sales Strategy
- c) Sales Analytics
- d) Sales Quota

Q39. A customer comes to multi brand retail outlet looking for a mobile device worth 15,000 but sales executive sold mobile worth 25,000. Which type of selling is this ? (CO3, L2)

- a) Cross- Selling
- b) Relationship-Selling
- c) Transactional- Selling
- d) Up-Selling

Q40. Cross Selling is not when sales executive sell (CO3, L2)

- a) Mobile and Fit bit
- b) From 32GB SD Card to 64GB SD Card
- c) Washing machine and Iron
- d) Refrigerator and Microwave

Mapping of Questions with Course Outcome

Question Number	COs	Bloom's taxonomy level	Marks Allocated
Q. 1:	C01	L1	0.5
Q. 2:	C02	L2	0.5
Q. 3:	C02	L2	0.5
Q. 4:	C02	L2	0.5
Q. 5:	C01	L1	0.5
Q.6:	C01	L1	0.5
Q.7:	C01	L2	0.5
Q.8:	C02	L2	0.5
Q.9:	C02	L1	0.5
Q.10:	C01	L1	0.5
Q.11:	C02	L2	0.5
Q.12:	C01	L1	0.5
Q.13:	C01	L4	0.5
Q.14:	C01	L1	0.5

Q.15:	C01	L1	0.5
Q.16:	C02	L2	0.5
Q.17:	C03	L3	0.5
Q.18:	C01	L1	0.5
Q.19:	C01	L1	0.5
Q.20:	C01	L2	0.5
Q.21:	C01	L1	0.5
Q.22:	C01	L1	0.5
Q.23:	C01	L1	0.5
Q.24:	C01	L1	0.5
Q.25:	C01	L1	0.5
Q.26:	C01	L1	0.5
Q.27:	C01	L1	0.5
Q.28:	C01	L1	0.5
Q.29:	C01	L1	0.5
Q.30:	C01	L1	0.5
Q.31:	C01	L1	0.5
Q.32:	C01	L1	0.5
Q.33:	C01	L1	0.5
Q.34:	C01	L1	0.5
Q.35:	C03	L2	0.5
Q.36:	C01	L1	0.5
Q.37:	C01	L1	0.5
Q.38:	C01	L1	0.5
Q.39:	C03	L2	0.5
Q.40:	C03	L2	0.5

Note: Font: Times New Roman, Font size: 12.

S. No	Course Outcome	Bloom's Taxonomy
C01.	Understand theoretical and conceptual sales models and role of sales processes in organizations.	Remember Understand
C02.	Appraising the significant responsibilities of sales manager and his/ her role in recruiting, motivating, managing and leading sales team.	Analyze
C03.	To apply the sales management principles and key selling skills in simulated sales situations.	Apply Analyze Evaluate
C04.	Demonstrate practical and analytical skills with use of information communication technology to enhance the sales force productivity and sales performance.	Apply Analyze Create