

SET	TYPE	MARKS	QUESTION	CO	PI	Bloom's Level	Accessible For	ANSWER-ONE	ANSWER-ONE-STATUS	ANSWER-TWO	ANSWER-TWO-STATUS	ANSWER-THREE	ANSWER-THREE-STATUS	ANSWER-FOUR	ANSWER-FOUR-STATUS
A	SINGLE-CORRECT	1	___ the sales representative are responsible for selling the manufactured goods to the wholesale dealers as well as retail traders.	CO1		Remember	My Institute	Business selling	Incorrect	technical selling	Incorrect	trade sales	Correct	Missionary sales	Incorrect
A	SINGLE-CORRECT	1	Present new idea to decision-makers is ___ skills of sales executive	CO1		Understand	My Institute	Communication	Incorrect	Influence and persuasion	Correct	Negotiation	Incorrect	Prioritizing and goal setting	Incorrect
A	SINGLE-CORRECT	1	A key factor in the retail purchase of jewelry is the customer?s confidence in the___	CO2		Understand	My Institute	store	Incorrect	durability	Incorrect	Availability	Incorrect	sales associate	Correct
A	SINGLE-CORRECT	1	Which of the following is not a component of the sales process?	CO1		Understand	My Institute	Prospecting	Incorrect	Closing	Incorrect	Billing	Correct	Follow Up	Incorrect
A	SINGLE-CORRECT	1	Which of the following is not a function of sales management?	CO1		Understand	My Institute	Setting sales targets	Incorrect	Developing sales strategies	Incorrect	Hiring and training salespeople	Incorrect	Managing the company's finances	Correct
A	SINGLE-CORRECT	1	The behavior equation theory of selling is based on the idea that:	CO1		Understand	My Institute	Buying decisions are based solely on the product being sold	Incorrect	Salespeople have complete control over the buying process	Incorrect	The buying decision is influenced by a number of factors	Correct	Salespeople should focus only on the customer's needs	Incorrect
A	SINGLE-CORRECT	1	According to the behavior equation theory of selling, which of the following is not a factor that influences a buyer's behavior?	CO1		Understand	My Institute	Motivation	Incorrect	Ability	Incorrect	Perception	Incorrect	Gender	Correct
A	SINGLE-CORRECT	1	Which of the following should be the first step in the personal selling process?	CO1		Remember	My Institute	Prospecting	Correct	Pre-approach	Incorrect	Approach	Incorrect	Presentation	Incorrect
A	SINGLE-CORRECT	1	Which of the following is not a method of prospecting?	CO1		Understand	My Institute	Cold calling	Incorrect	Referral selling	Incorrect	Advertising	Correct	Networking	Incorrect
A	SINGLE-CORRECT	1	Which of the following is not a factor to consider when qualifying a prospect?	CO1		Understand	My Institute	Financial ability to buy	Incorrect	Authority to buy	Incorrect	Interest in the product or service	Incorrect	Geographic location	Correct
A	SINGLE-CORRECT	1	Which of the following is not a common objection-handling technique?	CO1		Understand	My Institute	Acknowledge and clarify	Incorrect	Deny and defend	Correct	Offer alternatives	Incorrect	Direct denial	Incorrect
A	SINGLE-CORRECT	1	Which of the following is not a method of follow-up?	CO1		Understand	My Institute	Thank-you notes	Incorrect	Referral requests	Incorrect	Repeat business requests	Incorrect	None of the above	Correct
A	SINGLE-CORRECT	1	Which of the following is not a way that technology has impacted the personal selling process?	CO2		Analyze	My Institute	Increased the use of online communication	Incorrect	Reduced the need for personal interaction	Correct	Provided better access to customer data	Incorrect	Improved the speed and efficiency of the sales process	Incorrect
A	SINGLE-CORRECT	1	The step in the personal selling process where the salesperson tries to determine the prospect's interest and ability to buy is called:	CO2		Understand	My Institute	Prospecting	Incorrect	Pre-approach	Incorrect	Approach	Incorrect	Qualifying	Correct
A	SINGLE-CORRECT	1	The technique of using questions to uncover a prospect's needs is called:	CO1		Understand	My Institute	Feature-benefit selling	Incorrect	Relationship selling	Incorrect	Consultative selling	Correct	Solution selling	Incorrect

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A	SINGLE-CORRECT	1	Mike is a salesperson for a company that sells software to small businesses. A potential customer has expressed concern about the complexity of the software and how difficult it will be to learn. What is the best way for Mike to handle this objection?	CO2		Analyze	My Institute	Ignore the objection and move on to another topic	Incorrect	Agree with the customer and offer a simpler version of the software	Incorrect	Provide information about the training and support that is available for the software, and how it can save the customer time and money	Correct	Pressure the customer to make a decision quickly	Incorrect
A	SINGLE-CORRECT	1	Which is an effective follow-up activity that salespeople can use to provide good service and develop strong relationships with customers?	CO1		Analyze	My Institute	Ask for referrals	Incorrect	Call to make sure the products are satisfactory	Correct	Explain the company's business plan	Incorrect	Send articles about local competitors	Incorrect
A	SINGLE-CORRECT	1	Lisa is a salesperson for a marketing company. She is speaking with a potential customer who is hesitant to sign a contract because they have had negative experiences with marketing companies in the past. Which of the following responses would be the best example of using the FEEL, FELT, FOUND technique in this situation?	CO2		Apply	My Institute	"I'm sorry you feel that way, but our company is different and has a proven track record of success."	Incorrect	"I completely understand your concerns, but we have a team of experts who are dedicated to helping our clients achieve their goals."	Incorrect	"I understand how you feel, but many of our clients have felt the same way before finding that our company provides personalized solutions that lead to increased ROI."	Correct	"I can see why you would think that, but our company has won numerous awards for our innovative marketing strategies and excellent customer service."	Incorrect
A	SINGLE-CORRECT	1	As a sales professional, what is your most important key skill needed?	CO1		Understand	My Institute	Problem solving skills	Incorrect	Predisposition or the inward response tendency, that is, force	Correct	Listening skills	Correct	Presentation Skills	Incorrect
A	SINGLE-CORRECT	1	A salesperson is meeting with a customer who has previously purchased the product and wants to know more about its features. Which type of cue would be most effective in this situation?	CO2		Analyze	My Institute	Triggering cue	Incorrect	Non-triggering cue	Correct	Both	Incorrect	None of the above	Incorrect
A	SINGLE-CORRECT	1	Which of the following is NOT a benefit of collaboration between sales and supply chain teams?	CO1		Understand	My Institute	Better coordination and communication	Incorrect	Increased efficiency and cost savings	Incorrect	Increased competition and market share	Correct	Improved customer service and satisfaction	Incorrect
A	SINGLE-CORRECT	1	What is the difference between prospects and suspects?	CO1		Understand	My Institute	Prospects are people who have bought from you before, while suspects are people who have never bought from you.	Incorrect	Prospects are potential customers who have shown some interest in your product or service, while suspects are people who have not shown any interest yet.	Correct	Prospects are people who have bought from you before, while suspects are people who have never bought from you.	Incorrect	Prospects are people who have expressed an interest in your product or service, while suspects are people who are unlikely to be	Correct
A	SINGLE-CORRECT	1	What is the best way to nurture a prospect?	CO1		Understand	My Institute	By bombarding them with sales messages and calls.	Incorrect	By providing them with relevant and valuable content that helps them solve their problems.	Correct	By offering them discounts and promotions.	Incorrect	All the above	Incorrect
A	SINGLE-CORRECT	1	A great sales leader will	CO1		Understand	My Institute	Place themselves above the team	Incorrect	Provide constructive feedback and encourage	Correct	Let salespeople deal with internal organizational issues on their own	Incorrect	Communicate exclusively by email to ensure message is clear	Incorrect

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A	SINGLE-CORRECT	1	Why is the sales manager's role so important to a company's success?	CO1		Understand	My Institute	Selling costs are very high	Incorrect	Salespeople need to be kept in line	Incorrect	Salespeople are usually de-motivated	Incorrect	The sales force is the revenue generator for most businesses, and selling drives the economy	Correct
A	SINGLE-CORRECT	1	Relationship selling approaches include	CO1		Understand	My Institute	Creating a win/lose situation with customer	Incorrect	A focus on product selling	Incorrect	A focus on consultative selling	Correct	Reducing price of product to build	Incorrect
A	SINGLE-CORRECT	1	A key activity that a Sales Manager might do in a typical month is making sales calls with a salesperson. The main reason for this is to:	CO1		Apply	My Institute	Ensure that the salesperson is dressing appropriately	Incorrect	Look for a reason to fire the salesperson	Incorrect	Use as a role play opportunity	Incorrect	Use joint sales calls as a training and coaching tool	Correct
A	SINGLE-CORRECT	1	Which of the following shifts in the customer marketplace has implications for sales management?	CO1		Analyze	My Institute	Focus on price	Incorrect	Rising customer expectations	Correct	Increasing supplier bases	Incorrect	Decreasing customer power	Incorrect
A	SINGLE-CORRECT	1	Key sales management activities include:	CO1		Understand	My Institute	Guiding new product testing	Incorrect	Determining the overall vision for the company	Incorrect	Preparing marketing budgets and allocating budget to service teams	Incorrect	Reviewing sales performance from a previous period, identifying variances, and taking action based on variances	Correct
A	SINGLE-CORRECT	1	The length of the sales process:	CO1		Apply	My Institute	should never be more than 3 months.	Incorrect	depends mainly on the skill of the salesperson.	Incorrect	is always constant.	Incorrect	varies based on many factors including the complexity of the product and size of the opportunity.	Correct
A	SINGLE-CORRECT	1	Which of the following statements is TRUE? The role of a salesperson _____.	CO1		Apply	My Institute	involves only prospecting and selling.	Incorrect	an generally be made redundant by a successful marketing strategy.	Incorrect	varies between organizations and sectors particularly in terms of the level of complexity involved.	Correct	is the same regardless of the company/products sold.	Incorrect
A	SINGLE-CORRECT	1	The nature of personal selling and sales management is undergoing dramatic changes as organizations are increasingly looking to new ideas, sales channels and technologies to:	CO1		Apply	My Institute	sell more products.	Incorrect	manage buyer-seller relationships	Incorrect	restructure the sales functions in response to the changing business landscape	Incorrect	All of the above	Correct
A	SINGLE-CORRECT	1	It is important for a marketing/sales manager to understand and account for the forces impacting personal selling and sales management. These forces can be categorized into:	CO1		Apply	My Institute	behavioural, technological and managerial.	Correct	behavioural, technological and psychological.	Incorrect	behavioural, sociological and psychological.	Incorrect	behavioural, perceptual and psychological	Incorrect
A	SINGLE-CORRECT	1	Many products benefit from customers being shown how products are used through a ____.	CO1		Understand	My Institute	Exhibition	Incorrect	Demonstration	Correct	Display	Incorrect	Shows	Incorrect

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A	SINGLE-CORRECT	1	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		Understand	My Institute	Marketing Management	Incorrect	Strategic Management	Incorrect	Sales Management	Correct	Business Development	Incorrect
A	SINGLE-CORRECT	1	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		Understand	My Institute	Mailing List	Incorrect	Cold calls	Incorrect	Directories	Incorrect	Endless Chain	Correct
A	SINGLE-CORRECT	1	Sales team make _____ with customer and generate _____ and _____.	CO1		Understand	My Institute	Contact, Volume, Profit	Correct	Segment, Volume, Profit	Incorrect	Contact, Relationship, Volume	Incorrect	Relationship, Order, Loyalty	Incorrect
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A	SINGLE-CORRECT	1	_____ 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	CO1		Understand	My Institute	Sales support	Incorrect	New business seller	Incorrect	Missionary seller	Correct	Delivery seller	Incorrect