

MCQ- SDM

1. The process of planning, analysing, controlling and implementing the activities of sales force is classified as
 - A. indirect sales management
 - B. direct sales management
 - C. sales force management
 - D. persuasion management

2. The field sales force is also called as
 - A. inside sales force
 - B. outside sales force
 - C. channel intermediaries
 - D. none of the above

3. The tools of sales promotion that are used to trigger short term customer involvement or to build customer relationships are classified as
 - A. inbound promotion
 - B. outbound promotion
 - C. organizational promotion
 - D. consumer promotions

4. The step of personal selling process in which the sales person learns about potential buyer before making a call for sale is classified as
 - A. pre-approach
 - B. sales nomination
 - C. qualifying
 - D. prospecting

5. The sales promotion tool through which resellers are persuaded to carry brand, provide shelf space, promote advertising and push to final buyers is classified as
 - A. point of purchase promotion
 - B. trade promotion
 - C. event promotion
 - D. off deal promotion

6. The last step in personal selling process is
 - A. present and demonstrate
 - B. follow up
 - C. closing
 - D. approach

7. Qualifying a prospect is
 - A. identical with checking references for an applicant
 - B. determining which applicant to hire
 - C. conducting an exit interview
 - D. determining if a prospect is interested in a product

8. Which of the following statements about sales force management is true?
- 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
9. Which of the following statements about the sales force 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 technology-centered solutions to support the sales effort
 - D. Salespeople make little use of the Internet because they realize the importance of the personal touch
10. _____ refers to the administration of the personal selling component of a company's marketing program.
- A. Sales management
 - B. Distribution Management
 - C. Promotion Management
 - D. Marketing Management
11. 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 are equivalent.
 - D. There is no connection between sales management and marketing management
12. Sales and Distribution Management majorly focuses on the _____ aspect of an organization.
- A. Buying
 - B. Selling
 - C. Negotiating
 - D. Producing
13. The oral presentation of a company's products, or services to one or more prospective purchasers for the purpose of making a sale is known as _____.
- A. Sales Planning
 - B. Personal Selling
 - C. Sales & Distribution Management
 - D. Oral Selling
14. Personal selling is used extensively in _____ products.
- A. Simple and less technical
 - B. Complex and non-technical
 - C. Complex and highly technical

D. Simple & highly technical

15. Personal selling has _____ communication.

- A. One Way
- B. Two Way
- C. Indirect
- D. Direct

16. Companies engage in sales training to:

- A. increase absenteeism and turnover
- B. increase selling costs
- C. decrease sales volume
- D. change or reinforce behavior that makes salespeople more efficient

17. The formula $N = S/P (1 + T)$ is for.....

- A. Workload
- B. Sales potential (or breakdown)
- C. Incremental
- D. None of the above

18. The sales force 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

19. 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.

20. The most critical impact to a sales organization affected by down-sizing is that:

- A. The sales team is de-motivated
- B. The company must recalculate sales budgets
- C. The sales workload must be redistributed
- D. Customers may change suppliers due to severed relationship with salesperson

21. 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.

22. 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?
- A. Workload
 - B. Sales potential (or breakdown)
 - C. Incremental
 - D. None of the above
23. 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.
24. If a company chooses to employ its own sales force, 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.
25. 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
26. is teaching how to do the jobs.
- A. Sales personnel
 - B. Sales target
 - C. Sales force training
 - D. Induction
27. 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 sales force
 - D. number of new customers in each sales territory
28. Which of the following elements is NOT used for determining the size of a sales force in the workload method?
- A. Number of salespeople.
 - B. Number of customers.
 - C. Length of an average call.
 - D. Number of years in sales experience
29. The most frequently used type of compensation plan is a:

- A. Straight salary compensation plan.
- B. Straight commission compensation plan.
- C. Combination compensation plan.
- D. Weighted compensation plan.

30. 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

31. _____ is a broad range of activities concerned with efficient movement of finished goods from the end of the production line to the consumer.

- A. Physical distribution.
- B. Channel of distribution
- C. Intensive distribution.
- D. None of these.

32. Which of the following is not a non-store retailing?

- A. Tele marketing.
- B. Direct marketing.
- C. Kiosk marketing.
- D. Retail chains.

33. In _____ , manufacturers supply products to a limited number of outlets in the target market.

- A. Selective distribution
- B. Geographical distribution
- C. Intensive distribution.
- D. executive distribution.

34. Which company is the pioneer in direct marketing?

- A. Johnson & Johnson.
- B. Eureka Forbes.
- C. Avon cosmetics.
- D. Cipla.

35. Ensuring the availability of the products and services as and when required by the customers is _____ utility.

- A. Time.
- B. Place.
- C. Form.
- D. Profession

36. The process of moving the raw materials from the place of the suppliers to the place of the producers is known as _____.

- A. Inbound logistics.
- B. Outbound logistics
- C. Inventory management.
- D. Acquisition of raw materials.

37. The flow of goods from production to consumption is known as _____.
- A. Inbound logistics.
 - B. Outbound logistics.
 - C. Process logistics.
 - D. Reverse logistics
38. Marketing is a _____ function of transferring goods from producers to consumers.
- A. Systematic.
 - B. Commercial.
 - C. Management.
 - D. Economic.
39. The strategy of using as many outlets as possible is called _____.
- A. Selective distribution.
 - B. Exclusive distribution
 - C. Intensive distribution.
 - D. None of these.
40. Which of the following is the largest retail enterprise in the world?
- A. K mart.
 - B. Wal-Mart.
 - C. Shoppers shop.
 - D. None of these.
41. A _____ operates multiple retail outlets under common ownership in different cities and towns.
- A. Departmental Stores
 - B. Destination store.
 - C. Shopping malls.
 - D. Retail chain.
42. Tele- marketing is a part of _____.
- A. Direct marketing.
 - B. Social marketing.
 - C. Viral marketing.
 - D. Relationship marketing.
43. Direct marketing refers to a communication between the _____ and _____ directly.
- A. Seller and the buyer.
 - B. Firm and suppliers
 - C. Society and target market.
 - D. price and service.
44. Direct marketing is sometimes called _____.
- A. Self-service.
 - B. Retail stores.
 - C. Armchair shopping.

- D. None of these.
45. The four elements; channels of distribution, transportation, warehousing and inventory constitute _____.
- A. Promotion mix.
 - B. Marketing mix.
 - C. Distribution mix.
 - D. Product mix.
46. The major disadvantage of a multichannel system is that it is harder to control and it can generate _____.
- A. less net profit
 - B. fewer domestic sales
 - C. greater conflict
 - D. inefficiency
47. To reduce inventory management costs, many companies use a system called _____, which involves carrying only small inventories of parts or merchandise, often only enough for a few days of operation.
- A. limited inventory logistics
 - B. reduction-inventory management
 - C. economic order quantity
 - D. just-in-time logistics
48. Today, a growing number of firms now outsource some or all of their logistics to _____.
- A. channel members
 - B. third-party logistics providers
 - C. intermediaries
 - D. competitors
49. When suppliers, distributors, and customers partner with each other to improve the performance of the entire system, they are participating in a _____.
- A. value delivery network
 - B. supply chain
 - C. demand chain
 - D. supply and demand chain
50. Which of the following is not a key function that intermediaries play in completing transactions?
- A. financing
 - B. negotiation

C. negotiation

D. promotion

51. Which of the following is not a typical supply chain member?

A. wholesaler

B. customer

C. reseller

D. producer

52. Which of the following is not an area of responsibility for a logistics manager?

A. information systems

B. marketing

C. inventory

D. purchasing

53. Which of the following should be the first step in designing a marketing channel?

A. identifying channel objectives

B. evaluating intermediaries

C. analysing channel alternatives

D. identifying what consumers want from the channel

54. Which of the following transportation modes is used for digital products?

A. rail

B. trucks

C. air

D. the Internet

55. Which type of product might require a more direct marketing channel to avoid delays and too much handling?

A. high-priced products

B. perishable products

C. lower-priced products

D. products in their decline stage

56. A channel alternative is described by

A. Types of available business intermediaries

B. Number of intermediaries

C. Responsibilities and terms of each channel member

D. All of the above

57. _____ suits best when the producer intends to maintain control on the service level offered by the resellers.

A. Exclusive distribution

B. Selective distribution

C. Intensive distribution

D. None of the above

58. The best strategy used for snack foods, soft drinks, candies and gum is

A. Exclusive distribution

B. Selective distribution

C. Intensive distribution

D. None of the above

59. When a manufacturer threatens to terminate a relationship or withdraw a resource if intermediaries fail to cooperate it is

A. Channel power

B. Coercive power

C. Reward power

D. Legitimate power

60. A conventional marketing channel is formed of

A. Independent producer and wholesaler

B. Wholesaler and retailer

C. Independent producer, wholesaler and retailer

D. None of the above

ANSWER KEY

1	C	11	A	21	A	31	A	41	D	51	D
2	B	12	B	22	C	32	D	42	A	52	B
3	D	13	B	23	A	33	A	43	A	53	D
4	A	14	C	24	B	34	B	44	C	54	D
5	B	15	B	25	C	35	A	45	C	55	B
6	B	16	D	26	C	36	A	46	C	56	D
7	D	17	B	27	D	37	B	47	D	57	A
8	A	18	B	28	D	38	B	48	B	58	C
9	C	19	B	29	C	39	C	49	A	59	B
10	A	20	D	30	B	40	B	50	A	60	C