

**Multiple Choice Questions** (Enter your answers on the enclosed answer sheet)

1. When a firm sets out to analyze, plan, implement and control sales force activities, it is undertaking \_\_\_\_\_.
  - a. marketing design
  - b. co-op selling and advertising
  - c. promotional objectives
  - d. team selling efforts
  - e. sales force management
  
2. Which activity is NOT typical for a sales assistant?
  - a. call ahead and confirm appointments
  - b. follow up on deliveries
  - c. determine price points
  - d. complete administrative tasks
  - e. answer customers' questions
  
3. Which of the following is NOT one of the four basic types of compensation plans?
  - a. straight commission
  - b. commission plus bonus
  - c. salary plus bonus
  - d. salary and commission
  - e. straight salary
  
4. Which sales management tool shows a salesperson which customers and prospects to see during the next 12 months and in which months, as well as which activities to carry out?
  - a. time-and-duty analysis
  - b. sales quota plan
  - c. annual call plan
  - d. sales force automation system
  - e. positive incentives plan
  
5. Management sets standards that state the amount each salesperson should sell and how sales should be divided among the company's products with \_\_\_\_\_.
  - a. sales quotas
  - b. sales prospecting
  - c. sales incentives
  - d. sales contests
  - e. company quotas

6. Prospecting is the step in the selling process in which the salesperson \_\_\_\_\_.  
a. learns as much as possible about a prospective customer before making a sales call  
b. meets the customer for the first time  
c. tells the product's "value story" to the customer  
d. identifies qualified potential customers  
e. clarifies and overcomes customer objections to buying
7. The step that follows approach in the selling process is \_\_\_\_\_.  
a. qualifying  
b. prospecting  
c. closing  
d. presentation and demonstration  
e. handling objections
8. The salesperson meets the customer for the first time in the \_\_\_\_\_ step of the selling process.  
a. preapproach  
b. prospecting  
c. qualifying  
d. presentation  
e. approach
9. Which of the following is NOT an objective for trade promotions?  
a. to get retailers to advertise a product  
b. to get retailers to carry new items  
c. to get salespeople to sign up new accounts  
d. to gain more shelf space  
e. to get retailers to carry more inventory
10. Which of the following is necessary for direct marketing to be effective?  
a. a good customer database  
b. use of new digital direct marketing technologies  
c. inbound telephone marketing  
d. a well-trained sales force  
e. an online presence

11. Information about a customer's activities and interests are all \_\_\_\_\_ in a customer database.
- a. demographics
  - b. key contacts
  - c. assessments
  - d. psychographics
  - e. buying behaviors
12. Which of the following purposes is NOT a common use of a direct marketing database?
- a. identifying prospective customers
  - b. profiling customers based on previous purchases
  - c. generating sales leads
  - d. gathering marketing intelligence about competitors
  - e. building long-term customer relationships
13. Catalogs, brochures, samples and DVDs are all examples of which type of marketing?
- a. kiosk marketing
  - b. digital direct marketing
  - c. direct-mail marketing
  - d. direct-response marketing
  - e. online marketing
14. Using \_\_\_\_\_ telephone marketing, marketers sell directly to consumers.
- a. outbound
  - b. direct-response
  - c. inbound
  - d. business-to-business
  - e. opt-out
15. Ring-tone giveaways, mobile games and text-in contests are all examples of \_\_\_\_\_ marketing.
- a. online
  - b. mobile phone
  - c. vodcast
  - d. iTV
  - e. podcast

16. The online exchange of goods and information between final consumers is called \_\_\_\_\_.

- a. C2B
- b. B2B
- c. C2C
- d. B2C
- e. social marketing

17. What does the term viral marketing mean?

- a. It refers to problems that occur with viruses online.
- b. It is another term for online security.
- c. It is a system that allows a supplier to access a customer's inventory levels online.
- d. It is the Internet version of word-of-mouth marketing.
- e. It is another term for invasions of online privacy.

18. Which of the following is NOT a deception or fraud concern for Internet users and marketers?

- a. phishing
- b. viral marketing
- c. access by unauthorized groups
- d. eavesdropping
- e. spyware

19. Of the following, a company should make which major decision about international marketing first?

- a. deciding which markets to enter
- b. deciding on the global marketing organization
- c. deciding on the global marketing program
- d. deciding how to enter the market
- e. looking at the global marketing environment

20. Bias against bids made by American companies is an example of a(n) \_\_\_\_\_.

- a. exchange control
- b. tariff
- c. boycott
- d. nontariff trade barrier
- e. quota

21. Very few market opportunities are available in a(n) \_\_\_\_\_ economy.
- a. subsistence
  - b. emerging
  - c. industrializing
  - d. industrial
  - e. raw material exporting
22. Which type of business is LEAST likely to find it necessary to enter international markets in order to survive?
- a. automobile producers
  - b. clothing manufacturers
  - c. food distributors
  - d. chain retailers
  - e. small, local businesses
23. A \_\_\_\_\_ gives the seller more presence and program control in the foreign market and often serves as a display center and customer service center.
- a. straight product extension
  - b. market-centered company
  - c. sales branch
  - d. foreign licensing agreement
  - e. market niche
24. Which of the following is an advantage of licensing?
- a. The licensing company enters the foreign market at little risk.
  - b. The licensee enters the foreign market at little risk.
  - c. The licensing company loses brand recognition.
  - d. The licensing company develops an understanding of how to market to the foreign country's consumers.
  - e. The licensing company has less control over the licensee than it would over its own operations.
25. Barriers to entry and predatory competition are both \_\_\_\_\_ decisions made by marketers that may be called into question under the law.
- a. channel
  - b. competitive relations
  - c. packaging
  - d. advertising
  - e. product