

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