32 Lecture - MGT211

Important Mcqs

1. What is personal selling?

- a) A form of advertising
- b) A form of promotion
- c) A form of public relations
- d) A form of direct mail

Answer: b) A form of promotion

2. What is the primary goal of personal selling?

- a) To increase brand awareness
- b) To generate leads
- c) To persuade customers to buy a product or service
- d) To build relationships with customers

Answer: c) To persuade customers to buy a product or service

3. What is the difference between personal selling and advertising?

- a) Personal selling uses paid media, while advertising uses face-to-face communication
- b) Personal selling uses face-to-face communication, while advertising uses paid media
- c) Personal selling focuses on building relationships, while advertising focuses on creating brand awareness
- d) Personal selling is used for simple products, while advertising is used for complex products Answer: b) Personal selling uses face-to-face communication, while advertising uses paid media

4. Which of the following is an example of personal selling?

- a) A TV commercial
- b) A billboard advertisement
- c) A salesperson offering a product demonstration to a potential customer
- d) A print ad in a magazine

Answer: c) A salesperson offering a product demonstration to a potential customer

5. Which of the following is a characteristic of effective personal selling?

- a) Focusing on the features of the product
- b) Being pushy and aggressive
- c) Building relationships with customers
- d) Providing a one-size-fits-all solution to all customers

Answer: c) Building relationships with customers

6. What is the difference between transactional selling and relationship selling?

- a) Transactional selling focuses on building relationships with customers, while relationship selling focuses on making quick sales
- b) Transactional selling is used for simple products, while relationship selling is used for complex products
- c) Transactional selling is focused on making quick sales, while relationship selling is focused on building long-term customer relationships

d) Transactional selling is more expensive than relationship selling

Answer: c) Transactional selling is focused on making quick sales, while relationship selling is focused on building long-term customer relationships

7. Which of the following is an example of a sales force automation tool?

- a) A CRM system
- b) A product catalog
- c) A brochure
- d) A price list

Answer: a) A CRM system

8. Which of the following is an important step in the personal selling process?

- a) Identifying potential customers
- b) Designing advertisements
- c) Conducting market research
- d) Building brand awareness

Answer: a) Identifying potential customers

9. What is consultative selling?

- a) Focusing on building relationships with customers
- b) Offering a one-size-fits-all solution to all customers
- c) Identifying customer needs and providing tailored solutions
- d) Offering discounts and incentives to customers

Answer: c) Identifying customer needs and providing tailored solutions

10. What is the role of salespeople in the personal selling process?

- a) To build brand awareness
- b) To persuade customers to buy a product or service
- c) To conduct market research
- d) To design advertisements

Answer: b) To persuade customers to buy a product or service