

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