33 Lecture - MGT211

Important Mcqs

1. What is personal selling?

- a) Advertising through various channels
- b) Direct interaction between a salesperson and potential customer
- c) Social media marketing
- d) Telemarketing

Answer: b) Direct interaction between a salesperson and potential customer

2. What are the objectives of personal selling?

- a) Building relationships with customers
- b) Generating leads
- c) Providing customer service
- d) All of the above

Answer: d) All of the above

3. What is consultative selling?

- a) Quick sales approach
- b) Building long-term customer relationships
- c) Providing tailored solutions to meet customer needs
- d) None of the above

Answer: c) Providing tailored solutions to meet customer needs

4. What are the steps in the personal selling process?

- a) Prospecting, qualifying, presenting, handling objections, closing the sale, following up
- b) Advertising, telemarketing, social media marketing
- c) Branding, packaging, pricing, promotion, distribution
- d) None of the above

Answer: a) Prospecting, qualifying, presenting, handling objections, closing the sale, following up

5. What is the role of salespeople in personal selling?

- a) Building relationships with customers
- b) Identifying customer needs
- c) Providing tailored solutions
- d) All of the above

Answer: d) All of the above

6. What are the skills required for effective personal selling?

- a) Communication skills
- b) Active listening skills

- c) Product knowledge
- d) All of the above

Answer: d) All of the above

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

a) Transactional selling is focused on making quick sales, while relationship selling is focused on building long-term customer relationships.

b) Transactional selling is focused on building long-term customer relationships, while relationship selling is focused on making quick sales.

c) Both are the same approach.

d) None of the above.

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

- 8. What are some common sales force automation tools used in personal selling?
 - a) CRM systems
 - b) Lead management systems
 - c) Sales forecasting tools
 - d) All of the above

Answer: d) All of the above

9. What are the challenges faced by salespeople in personal selling?

- a) Rejection
- b) Competition
- c) Need to adapt to changing customer needs and preferences
- d) All of the above

Answer: d) All of the above

10. What is the primary objective of personal selling?

- a) Building relationships with customers
- b) Providing customer service
- c) Generating leads
- d) Persuading customers to purchase a product or service

Answer: d) Persuading customers to purchase a product or service