

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