# 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