35 Lecture - MGT301

Important Mcqs

- 1. Which of the following is a characteristic of personal selling?
 - A) One-way communication
 - B) Impersonal approach
 - C) Mass communication
 - D) One-on-one communication

Answer: D

- 2. Personal selling is particularly effective in which of the following situations?
 - A) When selling low-cost consumer goods
 - B) When selling to a large audience
 - C) When selling complex products or services
 - D) When using mass communication channels

Answer: C

- 3. The goal of personal selling is to:
 - A) Create brand awareness
 - B) Generate leads
 - C) Build relationships with customers
 - D) Increase website traffic

Answer: C

- 4. A salesperson who spends time getting to know a potential customer's needs and preferences is engaging in:
 - A) Cold calling
 - B) Relationship building
 - C) Objection handling
 - D) Product demonstration

Answer: B

- 5. Which of the following is an advantage of personal selling?
 - A) Lower cost per contact compared to other marketing techniques
 - B) Can reach a large audience quickly
 - C) Allows for precise targeting of specific customer segments
 - D) Does not require a high level of training or expertise

Answer: C

- 6. Which stage of the personal selling process involves identifying potential customers and gathering information about their needs and preferences?
 - A) Prospecting
 - B) Pre-approach
 - C) Approach
 - D) Presentation

Answer: A

- 7. The stage of the personal selling process where a salesperson makes their initial contact with a potential customer is called the:
 - A) Prospecting stage
 - B) Pre-approach stage
 - C) Approach stage
 - D) Presentation stage

Answer: C

- 8. Which of the following is an important skill for a successful salesperson to have?
 - A) Good listening skills
 - B) Aggressive approach
 - C) Lack of empathy
 - D) Unwillingness to adapt to different situations

Answer: A

- 9. Which stage of the personal selling process involves addressing potential objections or concerns a customer may have?
 - A) Prospecting
 - B) Pre-approach
 - C) Approach
 - D) Objection handling

Answer: D

- 10. Personal selling is most effective when:
 - A) The salesperson is focused solely on making a sale
 - B) The salesperson takes a consultative approach and focuses on building a relationship
 - C) The customer is already familiar with the product or service
 - D) The salesperson has a large audience to present to

Answer: B