

# 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**