

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**