

# 36 Lecture - MGT301

## Important Mcqs

1. **What is the primary goal of sales force management?** A. To maximize the efficiency of the sales force B. To maximize the effectiveness of the sales force C. To minimize the cost of the sales force D. To minimize the number of salespeople

Answer: B. To maximize the effectiveness of the sales force

2. **What is the first step in the sales force management process?** A. Developing a sales strategy B. Setting sales objectives C. Recruiting and selecting salespeople D. Training salespeople

Answer: A. Developing a sales strategy

3. **Which of the following is not a component of sales force compensation?** A. Base salary B. Commission C. Stock options D. Health benefits

Answer: C. Stock options

4. **What is the purpose of sales force automation?** A. To reduce the size of the sales force B. To increase the effectiveness of the sales force C. To decrease the amount of training required for the sales force D. To automate the sales process

Answer: D. To automate the sales process

5. **What is a territory management plan?** A. A plan for dividing the sales force into territories B. A plan for managing the performance of salespeople C. A plan for selecting salespeople D. A plan for compensating salespeople

Answer: A. A plan for dividing the sales force into territories

6. **What is a sales quota?** A. A salesperson's annual salary B. A salesperson's annual bonus C. A salesperson's annual sales target D. A salesperson's annual expense budget

Answer: C. A salesperson's annual sales target

7. **What is the purpose of sales training?** A. To increase the size of the sales force B. To increase the effectiveness of the sales force C. To decrease the amount of compensation paid to the sales force D. To decrease the amount of time spent on sales activities

Answer: B. To increase the effectiveness of the sales force

8. **What is a key performance indicator for sales force management?** A. Employee turnover rate B. Customer satisfaction rate C. Sales revenue D. Employee attendance rate

Answer: C. Sales revenue

9. **What is a sales forecast?** A. A projection of future sales revenue B. A projection of future employee turnover C. A projection of future marketing expenses D. A projection of future capital expenditures

**Answer: A. A projection of future sales revenue**

10. **What is a lead management system?** A. A system for managing sales leads B. A system for managing employee turnover C. A system for managing marketing expenses D. A system for managing capital expenditures

**Answer: A. A system for managing sales leads**