

MGT211 QUIZ 3 SOLVED

1. At which stage in the personal selling process do you search for and quality potential customers?

- a) Prospecting
- b) Following-up
- c) Introduction
- d) Initial canvassing

2. ____ is a personal selling situation in which products are sold for buyer's personal or household use.

- a) Industrial selling
- b) Retail selling
- c) pharmaceutical product selling
- d) None of the given options

3. When organizations covert raw material into finished goods, it is called

- a) Planning
- b) Production
- c) Coordination
- d) Promotion

4. The final stage in the personal sales process is the ____ stage.

- a) Presentation
- b) Assumptive close
- c) Trial close
- d) Follow-up

5. A system that certifies the organization for protecting the environment is called .

- a) ISO 9000
- b) ISO 14000
- c) ISO 2000
- d) ISO 19000

6. Sitara industry bears the laboratory equipment maintenance cost. It is called

- a) External failure cost
- b) Prevention cost
- c) Appraisal cost
- d) Internal failure cost

7. Which of the following task are performed by sales manager?

- a) Organization of team
- b) Implementation of plans
- c) Define the sales objectives
- d) All of the given options

8. One to one communication is used in

- a) Publicity
- b) Personal selling
- c) Billboards
- d) Television

9. In which of the following personal selling tasks salesperson delivers creative messages and invents creative ideas by his experience of going to the market.

- a) Ordinary selling
- b) Creative selling
- c) Missionary selling
- d) None of the given options

10. When customers are not in large numbers; organizations prefer to use

- a) Advertising
- b) Personal selling
- c) public reactions
- d) Publicity

11. A person who brings buyers and sellers together is called.

- a) Wholesaler
- b) Agent
- c) Distributor

12. Which of the following represents that organization is at the point of no profit and no loss:

- a) Breakeven point
- b) Decline stage
- c) Dynamic price point
- d) Gap analysis

13. At the growth stage of the product, the product is known as ____.

- a) None of the given
- b) Dog
- c) Cash cow
- d) Star

14. For low price consumer items, which distribution is used?

- a) Subjective distribution
- b) Exclusive distribution
- c) Intensive distribution
- d) Selective distribution

15. In which marketing mix, organization persuade the customer to buy product.

- a) Price
- b) Place
- c) Promotion

16. In which stage of product life cycle, marketers earn profit due to less competition, small number of manufactures and high sales.

- a) Growth
- b) Decline
- c) Maturity
- d) None of the given options

17. Star Electronic sales TV of different style, color TV, black and white TV, different sizes of screen. It is called

- a) Product mix
- b) Product support services
- c) Product line
- d) Product development

18. The money or other considerations exchanged for the ownership or use of a good or service is known as:

- a) Cost
- b) Exchange
- c) Price
- d) Value-added

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19. In which stage of product life cycle, there is highest level of sales but per unit profit decreases.

- a) Introduction
- b) Decline
- c) Growth
- d) Maturity

20. In which marketing mix, organizations persuade the customer to buy product.

- a) Price
- b) Place
- c) Promotion
- d) Product