1) Which of the following elements of the promotion mix involves making personal connections

with customers for the purpose of making sales?

A) personal selling

B) advertising

C) e-commerce

D) publicity

E) public relations

1) Which of the following elements of the promotion mix involves making personal connections

with customers for the purpose of making sales?

A) personal selling

B) advertising

C) e-commerce

D) publicity

E) public relations

1) Which of the following elements of the promotion mix involves making personal connections

with customers for the purpose of making sales?

A) personal selling

B) advertising

C) e-commerce

D) publicity

E) public relations

1) Which of the following elements of the promotion mix involves making personal connections

with customers for the purpose of making sales?

A) personal selling

B) advertising

C) e-commerce

D) publicity

E) public relations

1) Which of the following elements of the promotion mix involves making personal connections

with customers for the purpose of making sales?

A) personal selling

B) advertising

C) e-commerce

D) publicity

E) public relations

1) Which of the following elements of the promotion mix involves making personal connections

with customers for the purpose of making sales?

A) personal selling

B) advertising

C) e-commerce

D) publicity

E) public relations

Chapter 16: Personal Selling and Sales Promotion

1) Which of the following elements of the promotion mix involves making personal connections with customers for the purpose of making sales?

**A) Personal selling**

B) Advertising

C) e-commerce

D) Publicity

E) Public relations

2) A \_\_\_\_\_\_\_\_ is an individual acting on behalf of a company who performs one or more of the following activities: prospecting, communicating, servicing, and information gathering.

A) press agent

B) Sales assistant

C) Marketing director

**D) Salesperson**

E) Publicist

3) \_\_\_\_\_\_\_\_ involves two-way, personal communication between salespeople and individual customers, either in person, by telephone, or through Web conferences.

A) Advertising

B) Public relations

**C) Personal selling**

D) Telemarketing

E) Integrated marketing communication

4) What is the role of a chief revenue, or chief customer, officer?

A) To oversee sales

B) To oversee marketing

**C) To oversee both marketing and sales**

D) To represent customers to the company

E) To represent the company to customer.

5) A company can unite its marketing and sales functions through all of the following activities EXCEPT \_\_\_\_\_\_\_\_.

**A) Assigning a telemarketer the task of visiting a customer**

B) Arranging joint meetings to clarify all aspects of communication

C) Appointing a chief customer officer to oversee both departments

D) Having a salesperson preview ads and sales-promotion campaigns

E) Sending brand managers on sales calls with a salesperson.

6) Of the three typical types of sales force structures, which one is often supported by many levels of sales management positions in specific geographical areas?

**A) Territorial**

B) Product

C) Customer

D) Complex systems

E) A and B

7) Companies that use a customer sales force structure organize their salespeople by \_\_\_\_\_\_\_\_.

A) product

B) territory

**C) industry**

D) demand

E) hierarchy

8) Hewlett-Packard's Customer Sales Group (CSG) caused frustration among customers and salespeople. What was the primary problem with the sales force structure of CSG?

A) The marketing and sales divisions had overlapping responsibilities, which caused friction.

B) Salespeople developed expertise in only one product area, which limited their sales commissions.

C) Salespeople specialized in selling only to specific customers and specific industries.

**D) Salespeople were responsible for selling all H-P products instead of specializing in a few products.**

E) The sales department was divided by product lines, which complicated customer service issues.

9) Which of the following is NOT a disadvantage of a product sales force structure?

A) Extra selling costs involved with multiple sales visits from separate divisions

B) Overlapping use of resources with big customers

C) Salespeople spending time to see the same customer's purchasing agents

**D) Increased customer delivery time**

E) B and C

10) Companies that use a customer sales force structure organize their salespeople by \_\_\_\_\_\_\_\_.

A) product

B) Territory

**C) Industry**

D) Demand

E) Hierarchy

11) Members of a company's \_\_\_\_\_\_\_\_ conduct business from their offices using telephones, e-mails, or visits from prospective buyers to generate sales.

A) outside sales force

**B) inside sales force**

C) complex sales force

D) customer sales force

E) product sales force

12) To reduce time demands on their outside sales forces, many companies have increased the size of their inside sales forces, which include technical support people, sales assistants, and \_\_\_\_\_\_\_\_.

A) retail supervisors

B) sales managers

**C) telemarketers**

D) accountants

E) programmers

13) A sales assistant working for an outside sales force will most likely have all of the following duties EXCEPT \_\_\_\_\_\_\_\_.

A) answering customer's questions when a salesperson is unavailable

B) providing administrative backup

C) confirming appointments

D) following up on deliveries

**E) determining price points**

14) According to the opening scenario, the success of CDW Corporation is the direct result of its salespeople \_\_\_\_\_\_\_\_.

A) working closely with the marketing department to manage accounts

B) receiving bonuses based on customer satisfaction surveys

C) receiving extensive training on complex computer systems

**D) developing close, personal relationships with customers**

E) using Web conferencing and e-mail to assist customersAnswer:

15) The growing trend of using a group of people from sales, marketing, engineering, finance, technical support, and even upper management to service large, complex accounts is known as \_\_\_\_\_\_\_\_ selling.

A) department

B) multiple

**C) team**

D) personal

E) simultaneous

16) Which of the following most likely explains why companies are adopting the team selling approach to service large, complex accounts?

**A) Products have become too complicated for one salesperson to support.**

B) Customers prefer dealing with many salespeople rather than one sales representative.

C) Salespeople prefer working in groups because of the opportunity for flex hours and job sharing.

D) A group of salespeople assigned to one account is cost effective for corporations.

E) Fewer skilled salespeople are working in the high-tech industry.

17) All of the following are disadvantages of the team selling approach EXCEPT \_\_\_\_\_\_\_\_.

A) Selling teams can overwhelm customers.

B) Many salespeople are unaccustomed to working with others.

**C) Selling teams increase costs and are time consuming.**

D) Individual contributions and compensations can be difficult to assess.

E) Most salespeople are trained to excel in individual performance.

18) All of the following are problems associated with the poor selection of salespeople EXCEPT \_\_\_\_\_\_\_\_.

A) lower sales

B) costly turnover

C) less productivity

**D) less office support**

E) disrupted customer relationships

19) According to research, which of the following is one of the four key talents a successful salesperson must possess?

A) managerial skills

**B) disciplined work style**

C) aggressive personality

D) technological know-how

E) fluency in a second language

20) During the hiring process, companies that test sales applicants typically measure all of the following abilities EXCEPT \_\_\_\_\_\_\_\_.

A) sales aptitude

B) organizational skills

**C) accounting skills**

D) analytical skills

E) personality traits