

MGT211 QUIZ 3 SOLVED

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

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

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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 convert raw material into finished goods, it is called

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

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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

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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

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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

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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

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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

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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

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

- a) Price
- b) Place
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