

- 1) Psychic income refers to the psychological satisfaction salespeople get from earning greater than average incomes.

A) True  
B) False

Answer: False

*Diff: 2      Type: TF      Page Ref: 10      Skill: Recall (R)      Objective: LO: 1-3*

- 2) In the new economy, personal selling is becoming less important due to the advent of the computer and the internet.

A) True  
B) False

Answer: False

*Diff: 2      Type: TF      Page Ref: 18      Skill: Applied (A)      Objective: LO: 1-5*

- 3) Faced with increased competition, a growing number of accounting, engineering, and law firms are discovering the merits of personal selling as an auxiliary activity.

A) True  
B) False

Answer: True

*Diff: 2      Type: TF      Page Ref: 21      Skill: Recall (R)      Objective: LO: 1-5*

- 4) Retail products do not provide full-time personal selling opportunities.

A) True  
B) False

Answer: False

*Diff: 2      Type: TF      Page Ref: 17      Skill: Recall (R)      Objective: LO: 1-4*

- 5) The amount of consumer and business dollars spent on services in Canada is steadily decreasing.

A) True  
B) False

Answer: False

*Diff: 2      Type: TF      Page Ref: 12      Skill: Recall (R)      Objective: LO: 1-4*

- 6) A salesperson employed by a manufacturer who sells well-established merchandise, such as standard office equipment, would be classified as a field salesperson.

A) True  
B) False

Answer: True

*Diff: 2      Type: TF      Page Ref: 16      Skill: Applied (A)      Objective: LO: 1-4*

7) Executive selling refers to when executives join salespeople on sales calls to understand customer needs better.

- A) True
- B) False

Answer: True

Diff: 2      Type: TF      Page Ref: 20      Skill: Recall (R)      Objective: LO: 1-5

8) Inside sales can be either *direct* or *indirect*.

- A) True
- B) False

Answer: False

Diff: 2      Type: TF      Page Ref: 11      Skill: Recall (R)      Objective: LO: 1-4

9) In the field of personal selling, gender is not a barrier to success.

- A) True
- B) False

Answer: True

Diff: 1      Type: TF      Page Ref: 11      Skill: Recall (R)      Objective: LO: 1-3

10) Field salespeople, sales engineers, and detail salespeople are all outside salespeople who interact face to face with customers.

- A) True
- B) False

Answer: True

Diff: 2      Type: TF      Page Ref: 15      Skill: Recall (R)      Objective: LO: 1-4

11) Research indicates that some people are born with certain qualities that give them a special advantage in the field of selling.

- A) True
- B) False

Answer: False

Diff: 2      Type: TF      Page Ref: 22      Skill: Applied (A)      Objective: LO: 1-6

12) Nearly 10 percent of the Canadian workforce is employed in sales positions.

- A) True
- B) False

Answer: True

Diff: 1      Type: TF      Page Ref: 2      Skill: Recall (R)      Objective: LO: 1-1

13) Buyers today are less accepting of women than men in sales positions.

- A) True

B) False

Answer: False

*Diff: 2      Type: TF      Page Ref: 10   Skill: Recall (R)      Objective: LO: 1-3*

14) The greatest contribution salespeople can make in a transaction is providing the value of knowledge.

A) True

B) False

Answer: True

*Diff: 2      Type: TF      Page Ref: 19   Skill: Recall (R)      Objective: LO: 1-5*

15) Trade selling refers to the sale of a product or service to another member of the channel of distribution.

A) True

B) False

Answer: True

*Diff: 1      Type: TF      Page Ref: 12   Skill: Recall (R)      Objective: LO: 1-4*

16) The development of a personal selling philosophy involves three prescriptions: adopt the marketing concept, value personal selling, and assume the role of a problem solver or partner in helping customers make informed and intelligent buying decisions.

A) True

B) False

Answer: True

*Diff: 2      Type: TF      Page Ref: 3   Skill: Recall (R)      Objective: LO: 1-1*

17) Value-added selling can be defined as a series of creative improvements within the sales process that enhance the customer experience.

A) True

B) False

Answer: True

*Diff: 2      Type: TF      Page Ref: 6   Skill: Recall (R)      Objective: LO: 1-2*

18) The greatest increase of women in sales positions has been in retailing.

A) True

B) False

Answer: False

*Diff: 2      Type: TF      Page Ref: 11      Skill: Recall (R)      Objective: LO: 1-3*

19) The most important commodity transacted in the new economy is knowledge.

- A) True
- B) False

Answer: True

*Diff: 2      Type: TF      Page Ref: 19-20      Skill: Recall (R)      Objective: LO: 1-5*

20) Knowledge workers are individuals whose work effort is centred around creating, using, sharing, and applying knowledge.

- A) True
- B) False

Answer: True

*Diff: 1      Type: TF      Page Ref: 19      Skill: Recall (R)      Objective: LO: 1-5*

21) Productive relationship between a buyer and seller is critical in the information age because without that the buyer will not find the information credible or trust the source of the information.

- A) True
- B) False

Answer: True

*Diff: 2      Type: TF      Page Ref: 19      Skill: Applied (A)      Objective: LO: 1-5*

22) Technical skills are the determining factor of a successful salesperson in the information age.

- A) True
- B) False

Answer: False

*Diff: 2      Type: TF      Page Ref: 20      Skill: Applied (A)      Objective: LO: 1-5*

23) Entrepreneurs are considered to be salespeople.

- A) True
- B) False

Answer: True

*Diff: 1      Type: TF      Page Ref: 21      Skill: Recall (R)      Objective: LO: 1-5*

24) Although there has been a shift in job titles from "selling" to "consulting" lately, the duties performed have essentially remained the same.

- A) True

B) False

Answer: False

*Diff: 2      Type: TF      Page Ref: 8      Skill: Recall (R)      Objective: LO: 1-3*

25) Detail sales people do not actually sell directly to the end user but generate goodwill, which translates into demand for their manufacturer's products.

A) True

B) False

Answer: True

*Diff: 2      Type: TF      Page Ref: 16      Skill: Recall (R)      Objective: LO: 1-4*

26) Direct salespeople are independent contractors who represent manufacturers selling products or services directly to consumers, usually face-to-face but also via the telephone or Internet.

A) True

B) False

Answer: True

*Diff: 1      Type: TF      Page Ref: 18      Skill: Recall (R)      Objective: LO: 1-4*

27) Trade selling refers to selling to another distribution channel member.

A) True

B) False

Answer: True

*Diff: 1      Type: TF      Page Ref: 12      Skill: Recall (R)      Objective: LO: 1-4*

28) Many salespeople feel returning to the classroom to earn certification in a sales or sales-related area is not required in the information age.

A) True

B) False

Answer: False

*Diff: 1      Type: TF      Page Ref: 24      Skill: Recall (R)      Objective: LO: 1-6*

29) Channels of distribution refer to the physical flow of goods from the manufacturer to end user.

A) True

B) False

Answer: True

*Diff: 1      Type: TF      Page Ref: 12      Skill: Recall (R)      Objective: LO: 1-4*

30) Many studies dealing with incomes earned in the business community tell us that:

- A) salespeople earn significantly higher incomes than most other workers in the business community.
- B) salespeople earn slightly less than other workers in the business community.
- C) salespeople earn about the same income as other persons in the business community.
- D) there are no relevant studies that link income and the salesperson.
- E) salespeople earn significantly lower incomes than other workers in the business community.

Answer: A

*Diff: 2      Type: MC      Page Ref: 9      Skill: Recall (R)      Objective: LO: 1-3*

- 31) Which of the following statements accurately describes a career in selling?
- A) salespeople generally do not have good job security
  - B) salespeople have numerous opportunities to advance to middle-management ranks
  - C) salespeople generally have lower incomes
  - D) salespeople have limited opportunities for advancement
  - E) salespeople receive a minimal amount of psychic income

Answer: B

*Diff: 2      Type: MC      Page Ref: 10      Skill: Applied (A)      Objective: LO: 1-3*

- 32) In sales, CSR stands for:
- A) Computer Sales Representative.
  - B) Customer Service Representative.
  - C) Customer Satisfaction Representative.
  - D) Competitor Status Rating.
  - E) Competitor Service Representative.

Answer: B

*Diff: 1      Type: MC      Page Ref: 16      Skill: Recall (R)      Objective: LO: 1-4*

- 33) All of the following describe a category of sales personnel in the field of manufacturing *except*:
- A) rack jobber.
  - B) sales engineer.
  - C) field salesperson.
  - D) detail salesperson.
  - E) inside salesperson.

Answer: A

*Diff: 2      Type: MC      Page Ref: 15-17      Skill: Recall (R)      Objective: LO: 1-4*

- 34) All the following statements regarding careers in personal selling are true *except*:

- A) Sales careers can provide above-average psychic income.
- B) The skills and knowledge needed to achieve success in the various selling careers vary greatly.
- C) Salespeople today have many opportunities for advancement.
- D) In the field of personal selling, preference continues to be given to job applicants who are young and male.
- E) Our labour force is made up of hundreds of different selling careers.

Answer: D

Diff: 3      Type: MC      Page Ref: 7-10      Skill: Applied (A)      Objective:  
LO: 1-3

35) Psychic income in selling refers to which one of the following?

- A) the opportunity to be a member of the sales team
- B) high commissions due to successful "intuitive" selling
- C) satisfaction of being on a commission payment plan
- D) imagining just how great it will be to make \$55 000 per year
- E) job recognition afforded sales personnel

Answer: E

Diff: 2      Type: MC      Page Ref: 10      Skill: Applied (A)      Objective: LO: 1-3

36) Which of the following is true regarding women in selling careers?

- A) in most selling fields, gender continues to be a barrier to success
- B) they have surpassed men in number employed in the field
- C) many women are turning to sales employment because it offers excellent economic rewards and, in many cases, a flexible work schedule
- D) they are seldom recruited into traditionally male-dominated areas such as insurance
- E) minority women are finding it difficult to enter the sales profession

Answer: C

Diff: 2      Type: MC      Page Ref: 10-11      Skill: Applied (A)      Objective:  
LO: 1-3

37) Terry McMillan, employed by a manufacturer of small appliances, offers assistance to retailers in such areas as credit policies, pricing, display and store layout. He also collects information regarding acceptance of his firm's products. He is performing the duties of a/an:

- A) detail salesperson.
- B) inside salesperson.
- C) outside salesperson.
- D) sales engineer.
- E) missionary salesperson.

Answer: A

Diff: 2      Type: MC      Page Ref: 16      Skill: Applied (A)      Objective: LO: 1-4

- 38) Manfred's duties involve taking telephone orders, process reservations, handle customer complaints, and assist full-time salespeople. His job could be described as:
- A) an order taker.
  - B) missionary salesperson.
  - C) customer service representative.
  - D) sales assistant.
  - E) none of the above

Answer: C

Diff: 2      Type: MC      Page Ref: 22      Skill: Applied (A)      Objective: LO: 1-5

- 39) Which of the following statements regarding personal selling in banking is accurate?
- A) with all of the bank mergers, personal selling is losing priority
  - B) personal selling is not a common practice in banking
  - C) personal selling will likely become less common in banking in the future
  - D) personal selling is common only in larger banks
  - E) for many banks, personal selling is one of their key promotion strategies

Answer: E

Diff: 3      Type: MC      Page Ref: 14      Skill: Applied (A)      Objective: LO: 1-4

- 40) Rachel graduated from college. She wants to make an above average income. Rachel should consider a position as a/an:
- A) retail store manager.
  - B) personnel officer.
  - C) account representative.
  - D) bank management trainee.
  - E) marketing researcher.

Answer: C

Diff: 2      Type: MC      Page Ref: 9      Skill: Applied (A)      Objective: LO: 1-3

- 41) Rhonda chose to work as a sales representative because:
- A) it is an easy profession to learn.
  - B) she likes to party.
  - C) it does not require much skills or training.
  - D) she likes the opportunities for promotion.
  - E) she is not very motivated.

Answer: D

Diff: 2      Type: MC      Page Ref: 10      Skill: Applied (A)      Objective: LO: 1-3



42) The primary reason for many sale positions to be given a job title other than "sales person" is because:

- A) "sales person" refers to order takers.
- B) "sales person" has a negative connotation.
- C) selling is more than just completing a sales transaction.
- D) it is fashionable to give big job titles these days.
- E) "sales person" is a specific job.

Answer: C

Diff: 2      Type: MC      Page Ref: 8-9      Skill: Applied (A)      Objective: LO: 1-3

43) Bill imagines the psychic rewards associated with his sales position. This psychic income provides:

- A) motivation to become an entrepreneur.
- B) motivation to earn more money.
- C) motivation to achieve higher levels of performance.
- D) motivation to earn more company sponsored trips.
- E) motivation to earn more vacation time.

Answer: C

Diff: 2      Type: MC      Page Ref: 10      Skill: Recall (R)      Objective: LO: 1-3

44) Simon finds that his opportunities for advancement have improved since moving to the sales force due to his:

- A) above average performance.
- B) high visibility.
- C) readiness to take on new challenges.
- D) optimistic outlook.
- E) sparkling personality.

Answer: B

Diff: 2      Type: MC      Page Ref: 10      Skill: Recall (R)      Objective: LO: 1-3

45) Chuck left his management position with the provincial government after the last round of downsizing. He accepted a position with a financial services company. Why would he do this?

- A) he was tired of being a civil servant
- B) he wanted a different challenge
- C) he was having a mid-life crisis
- D) he wanted the opportunity to earn a higher than average income
- E) he believed there was more security in a sales position

Answer: E

Diff: 3      Type: MC      Page Ref: 10      Skill: Applied (A)      Objective: LO: 1-3

- 46) Things have changed since Betty joined the sales force. Ten years ago she was virtually alone in the sales cubicles, now she shares her space with five other women and six men. The reason for this could be that:
- A) more of the buyers are women, so management decided to balance its sales force.
  - B) management liked her performance so much they hired more women.
  - C) there were additional training grants available to companies that hired women.
  - D) with employment laws changing, management decided they had better hire more women.
  - E) businesses are finding that gender is not a barrier to success in selling.

Answer: E

Diff: 2      Type: MC      Page Ref: 10-11      Skill: Applied (A)      Objective: LO: 1-3

- 47) The radio and broadcasting industry requires sales people in order to:
- A) better understand audience needs.
  - B) to be more marketing oriented.
  - C) improve their ratings.
  - D) call on current and potential advertisers to get more advertising revenue.
  - E) conduct marketing research.

Answer: D

Diff: 2      Type: MC      Page Ref: 14      Skill: Applied (A)      Objective: LO: 1-4

- 48) When Eileen was promoted to management, a key factor in determining her fit with the position was the fact that she:
- A) had sales experience.
  - B) had a very nurturing demeanor.
  - C) had graduated from college.
  - D) had experience in the accounting department.
  - E) had worked in the warehouse.

Answer: A

Diff: 2      Type: MC      Page Ref: 10      Skill: Applied (A)      Objective: LO: 1-3

- 49) What do FedEx, Hanson and Martin Law Firm and Moe's Mowing company have in common?
- A) they hire minorities
  - B) they are small businesses
  - C) they sell a service
  - D) they employ sales people
  - E) they operate in Canada

Answer: C

*Diff: 2      Type: MC      Page Ref: 12-15      Skill: Applied (A)      Objective: LO: 1-4*

50) An entrepreneur would need selling skills in the following situation:

- A) identifying her target market.
- B) developing an appropriate price strategy.
- C) developing an integrated marketing communications plan.
- D) developing a product.
- E) approaching the bank to arrange financing for her business.

Answer: E

*Diff: 2      Type: MC      Page Ref: 21      Skill: Applied (A)      Objective: LO: 1-5*

51) Derek enjoys his position as an outside sales representative since it gives him an opportunity to assist retail store owners with decisions in the areas of advertising, store displays, merchandising strategies, and:

- A) financing options.
- B) marketing planning.
- C) hours of operation.
- D) personnel decisions.
- E) gathering and interpreting market information.

Answer: E

*Diff: 3      Type: MC      Page Ref: 11      Skill: Applied (A)      Objective: LO: 1-4*

52) Sales training is an expanding field. Courses are being offered by corporations, commercial vendors, certification studies, and colleges. The main reason for this is because:

- A) as new fields of study emerge, it is natural that training will become available in them.
- B) sales positions are growing so quickly that demand is outstripping supply.
- C) the business community wishes more selling skills among employees.
- D) companies want new ways of creating barriers to entry to their lucrative selling positions.
- E) we are left wondering since we know that salespeople are born, not trained.

Answer: C

*Diff: 2      Type: MC      Page Ref: 23-25      Skill: Applied (A)      Objective: LO: 1-6*

53) A characteristic of sales jobs is that they are:

- A) very unethical.
- B) highly visible.
- C) very stressful.
- D) highly deceitful.
- E) highly unskilled.

Answer: B

*Diff: 1      Type: MC      Page Ref: 10      Skill: Recall (R)      Objective: LO: 1-3*

54) Sales skills are important in managerial positions in order to:

- A) hire computer programmers.
- B) understand customer needs better.
- C) develop the marketing strategy.
- D) conduct competitor analysis.
- E) hire secretaries.

Answer: B

*Diff: 2      Type: MC      Page Ref: 20      Skill: Applied (A)      Objective: LO: 1-5*

55) The primary goal of a detail salesperson is to:

- A) get new orders.
- B) supervise junior salespeople.
- C) develop goodwill.
- D) provide technical expertise in selling.
- E) tie up the loose ends in the sales process.

Answer: C

*Diff: 2      Type: MC      Page Ref: 16      Skill: Recall (R)      Objective: LO: 1-4*

56) A major threat facing retailers in today's business environment is:

- A) high staff turnovers.
- B) government regulations.
- C) on-line retailers.
- D) demanding customers.
- E) lack of knowledgeable salespeople.

Answer: C

*Diff: 2      Type: MC      Page Ref: 17      Skill: Recall (R)      Objective: LO: 1-4*

57) Many law, engineering, and accounting firms are providing sales training to their staff because of:

- A) increased competition.
- B) transferability of selling skills.
- C) need for creative people.
- D) high staff turnover.
- E) a push to improve their image.

Answer: A

*Diff: 2      Type: MC      Page Ref: 20      Skill: Recall (R)      Objective: LO: 1-5*

- 58) A major reason why telephone sales are becoming a popular form of selling is because:
- A) it is a cost effective way of contacting potential new customers or customers in distant areas.
  - B) appearance of salespeople becomes an unimportant issue.
  - C) many customers enquire on the phone.
  - D) everyone has a cell phone.
  - E) it reduces reliance on personal selling.

Answer: A

*Diff: 1      Type: MC      Page Ref: 11      Skill: Applied (A)      Objective: LO: 1-3*

- 59) Entrepreneurs can gain from selling skills because:
- A) products are becoming more complex and professional selling skills are needed to sell them.
  - B) selling is marketing.
  - C) they need to sell their business plan to investors.
  - D) they need to know how to promote their product.
  - E) customer needs are very diverse.

Answer: C

*Diff: 2      Type: MC      Page Ref: 21      Skill: Recall (R)      Objective: LO: 1-5*

- 60) Another name for inside salespeople is:
- A) telemarketers.
  - B) detailers.
  - C) missionary salespeople.
  - D) marketing representatives.
  - E) customer service reps.

Answer: A

*Diff: 2      Type: MC      Page Ref: 11      Skill: Recall (R)      Objective: LO: 1-3*

- 61) Raymond LeBlance extensively trains new recruits at Mitron Corp. to develop a personal selling philosophy. He considers the major components of this philosophy to be:
- A) adoption of the marketing concept, development of a questioning strategy, and memorizing several closing techniques.
  - B) valuing personal selling, understand how to make the greatest income under the compensation plan, give exceptionally good after sales service..
  - C) adopt the win-win philosophy.
  - D) adopt the marketing concept, become a problem solver for customers, give exceptionally good after-sales service.
  - E) adoption of the marketing concept, valuing personal selling, and assuming the role of problem solver or partner.

Answer: E

Diff: 2      Type: MC      Page Ref: 3      Skill: Applied (A)      Objective: LO: 1-1

62) Top management and senior administrators in organizations also need selling skills because:

- A) they have to set a good example to their junior staff by taking sales training.
- B) they may move on to another career.
- C) selling skills are necessary to develop good marketing strategy.
- D) they have to sell their ideas in a persuasive manner and sell their cause.
- E) selling skills are transferable.

Answer: D

Diff: 2      Type: MC      Page Ref: 20      Skill: Applied (A)      Objective: LO: 1-5

63) Professionals such as accountants, computer programmers, dentists, and financial planners have one thing in common:

- A) they are part of the new economy.
- B) they require good communication skills to be successful.
- C) they require above average IQ.
- D) they make over \$60,000 dollars a year.
- E) they require a university degree.

Answer: B

Diff: 2      Type: MC      Page Ref: 20      Skill: Recall (R)      Objective: LO: 1-5

64) The reason professionals such as lawyers and architects are beginning to pay more attention to their selling skills is because:

- A) the clients are becoming more cost-conscious, and there is an increase in competition in the professional services industry.
- B) these professional services are being out-sourced to other countries.
- C) it is being mandated by their professional governing bodies.
- D) the demand for their services is declining, because clients are turning to the numerous self-help books and softwares available in the market.
- E) the clients are more aware of consumer rights and are demanding better treatment from professional services providers.

Answer: A

Diff: 2      Type: MC      Page Ref: 21      Skill: Recall (R)      Objective: LO: 1-5

65) A shift in job titles from "selling" to "partnering" reflects:

- A) increased knowledge aspects of the duties.
- B) increased consulting aspect of the duties.
- C) increased professional aspects of the duties.
- D) increased relationship aspects of the duties.
- E) increased technical aspects of the duties.

Answer: D

Diff: 2      Type: MC      Page Ref: 8-9      Skill: Recall (R)      Objective: LO: 1-3

- 66) Research indicates that salespeople involved in value-added sales earned highest level of compensation. This can be attributed to the fact that:
- A) they require technical skills.
  - B) these are high stress jobs.
  - C) the compensation structure for this type of sales is based on commission.
  - D) there is a shortage of salespeople with these skills in the information age.
  - E) they add value to a sale through superior communication skills and knowledge.

Answer: E

Diff: 2      Type: MC      Page Ref: 9      Skill: Applied (A)      Objective: LO: 1-3

- 67) In addition to servicing the financial needs of an individual, selling careers also serve the \_\_\_\_\_ needs.
- A) personal
  - B) social
  - C) psychological
  - D) physical
  - E) moral

Answer: C

Diff: 2      Type: MC      Page Ref: 10      Skill: Recall (R)      Objective: LO: 1-3

- 68) Monica's job in her company is to provide on-going customer support, take telephone orders, and prospect for new customers. She most likely is a:
- A) inside salesperson.
  - B) order taker.
  - C) outside salesperson.
  - D) detailer
  - E) order getter.

Answer: A

Diff: 2      Type: MC      Page Ref: 11      Skill: Applied (A)      Objective: LO: 1-4

- 69) Intermediaries who enable the flow of goods and services between manufacturers and end users are referred to as:
- A) channel captains.
  - B) physical distribution.
  - C) logistic agents.
  - D) channels of distribution.
  - E) EDI.

Answer: D

*Diff: 2      Type: MC      Page Ref: 12      Skill: Recall (R)      Objective: LO: 1-4*

70) The three types of business-to-business (B2B) salespeople are:

- A) inside, outside, and professional salespeople.
- B) inside, outside, and gatekeeper salespeople.
- C) inside, outside, and telemarketing salespeople.
- D) detailers, missionary salespeople, and order takers.
- E) inside, outside, and missionary salespeople.

Answer: E

*Diff: 2      Type: MC      Page Ref: 11-12      Skill: Recall (R)      Objective: LO: 1-4*

71) A detail salesperson's primary role is to:

- A) generate goodwill and stimulate demand.
- B) overcome objections during the negotiations phase.
- C) ensure the contracts are properly drawn after the negotiations stage of the selling process.
- D) provide technical expertise in team sales.
- E) use persuasive selling tactics to close the sale.

Answer: A

*Diff: 2      Type: MC      Page Ref: 12      Skill: Recall (R)      Objective: LO: 1-4*

72) The primary difference between an inside and an outside salesperson is:

- A) they handle new accounts.
- B) the outside salesperson interacts with potential customers on a face-to-face basis.
- C) there is no difference between them.
- D) the amount of financial compensation the outside salesperson gets.
- E) inside salesperson's main role is to generate customer goodwill.

Answer: B

*Diff: 2      Type: MC      Page Ref: 11      Skill: Applied (A)      Objective: LO: 1-4*

73) The development of a personal selling philosophy involves one of the following prescriptions:

- A) adopting the marketing concept
- B) becoming an excellent negotiator
- C) becoming a people person
- D) becoming a salesperson
- E) adopting the production concept

Answer: A

*Diff: 2      Type: MC      Page Ref: 3      Skill: Recall (R)      Objective: LO: 1 - 1*



74) The term *product* should be broadly interpreted to encompass:

- A) physical goods and ideas.
- B) physical goods, services, and ideas.
- C) all physical goods.
- D) all intangible items.
- E) physical goods and services.

Answer: B

Diff: 2      Type: MC      Page Ref: 3      Skill: Recall (R)      Objective: LO: 1 - 1

75) The statement that best describes personal selling is:

- A) personal selling is interpersonal form of selling which puts the salesperson "closest" to the customer than other marketing methods.
- B) personal selling is an excellent career choice for part-time employment.
- C) personal selling is a part of marketing.
- D) personal selling is the most expensive form of marketing communication.
- E) personal selling will become obsolete in the information age.

Answer: A

Diff: 2      Type: MC      Page Ref: 3      Skill: Applied (A)      Objective: LO: 1 - 1

76) In the new economy, the sales person should see themselves as:

- A) redundant.
- B) a business person.
- C) a problem solver/partner.
- D) a marketing professional.
- E) an information technology expert.

Answer: C

Diff: 2      Type: MC      Page Ref: 3      Skill: Applied (A)      Objective: LO: 1 - 1

77) All of the following are true of direct salespeople, *except*:

- A) Direct salespeople are independent contractors who represent manufacturers selling products or services directly to consumer
- B) Direct selling firms often bring goods to consumers who might otherwise not have access to them
- C) Direct salespeople usually work face-to-face but also conduct via the telephone or Internet
- D) A rapidly declining form of direct sales is network (or multilevel) marketing
- E) Personal care, home/family care, and services such as utilities, phone, legal, etc., are the major industries represented by this form of selling

Answer: D

Diff: 2      Type: MC      Page Ref: 18      Skill: Applied (A)      Objective: LO: 1 - 4

78) Software that records in one place the extensive information necessary to understand a customer and his or her needs and expectations is called:

- A) knowledge worker database
- B) leading software
- C) customer relationship management (CRM)
- D) demographic statistic management
- E) information management

Answer: C

*Diff: 1      Type: MC      Page Ref: 19      Skill: Applied (A)      Objective: LO: 1 - 5*

79) All of the following are sources of sales training, *except*:

- A) corporate-sponsored training
- B) corporate-sponsored training
- C) certification studies
- D) courses provided by colleges and universities
- E) apprenticeships

Answer: E

*Diff: 2      Type: MC      Page Ref: 22      Skill: Applied (A)      Objective: LO: 1 - 6*

80) Salespeople who regularly visit face-to-face with new customers and current customers are called:

- A) missionary salespeople
- B) detail salespeople
- C) field salespeople
- D) applications engineers
- E) industrial salespeople

Answer: C

*Diff: 1      Type: MC      Page Ref: 16      Skill: Recall (R)      Objective: LO: 1 - 4*

81) Matching

- a. Selling newspaper advertising - service selling
- b. In this employment setting, you might see such diverse products as personal computers, major appliances, and fashion apparel – retailing
- c. Sales in this employment setting include assisting consumers in making the largest single expenditure of their lifetime - real estate
- d. In this employment setting, detail salespeople develop goodwill and stimulate demand – manufacturing
- e. An entrepreneur also needs to be a good – salesperson

- f. Flow of goods from manufacturer to end user is called - channel of distribution
- g. Receiving verbal praise from your supervisor contributes to - psychic income
- h. Outside salespeople do - face-to-face selling
- i. Canadian Professional Sales Association (CPSA) is a - Certification program

*Diff: 2      Type: Matching      Page Ref: 12-24      Skill: Recall (R)*  
*Objective: LO: 1-4 to 1-6*

- 82) \_\_\_\_\_ encompasses developing quality relationships, identifying customer needs and configuring and presenting the best possible product solution.

Answer: Value-added selling  
*Diff: 2      Type: EX      Page Ref: 6      Skill: Recall (R)      Objective: LO:1-2*

- 83) \_\_\_\_\_ income helps satisfy our need for recognition and security.

Answer: Psychic  
*Diff: 1      Type: FIB      Page Ref: 10      Skill: Recall (R)      Objective: LO:1-3*

- 84) A \_\_\_\_\_ salesperson works for a manufacturer and usually handles well-established products which require a minimum of technical knowledge.

Answer: field  
*Diff: 2      Type: FIB      Page Ref: 16      Skill: Recall (R)      Objective: LO:1-4*

- 85) The \_\_\_\_\_ salesperson is usually not compensated on the basis of the orders obtained, but receives recognition for indirectly increasing sales.

Answer: Detail  
*Diff: 2      Type: FIB      Page Ref: 16      Skill: Recall (R)      Objective: LO:1-4*

- 86) People working in \_\_\_\_\_ occupations represent a large group of knowledge workers. They are given such titles as “executive,” “manager,” or “administrator.”

Answer: Managerial  
*Diff: 2      Type: FIB      Page Ref: 20      Skill: Recall (R)      Objective: LO:1-5*

- 87) The convention center sales managers, investment securities broker, and real estate salesperson all have one thing in common. They sell a \_\_\_\_\_.

Answer: service  
*Diff: 2      Type: FIB      Page Ref: 12-15      Skill: Recall (R)      Objective: LO:1-4*

88) Such \_\_\_\_\_ products as microcomputers, furniture, and recreational vehicles require a high degree of personal selling.

Answer: service

*Diff: 1      Type: FIB      Page Ref: 15      Skill: Recall (R)      Objective: LO:1-4*

89) A \_\_\_\_\_ position encompasses a wide range of tasks and, therefore, salespeople must possess a variety of skills.

Answer: professional selling

*Diff: 1      Type: FIB      Page Ref: 7      Skill: Recall (R)      Objective: LO:1-3*

90) List and briefly describe the four sources of sales training.

Answer:

- a. corporate-sponsored training
- b. training provided by commercial vendors
- c. certification studies (professional associations)
- d. college and university courses

*Diff: 2      Type: ES      Page Ref: 23-24      Skill: Recall (R)      Objective: LO:1-6*

91) What factors can make a sales career a very rewarding career choice?

Answer:

- a. It offers high psychic income.
- b. It offers opportunity for advancement.
- c. It offers the potential to earn above average income.
- d. It provides opportunities for women.

*Diff: 2      Type: ES      Page Ref: 9-11      Skill: Recall (R)      Objective: LO: 1-3*

92) Which developments in the information economy have implications for personal selling?

Answer:

- a. Advances in information technology - faxes, telephones etc. have made information gathering and management easier.
- b. Information is a strategic resource - in an era of limit-less data, informed salespeople will be expected to help customers decide which information has value and which should be ignored.
- c. Business is defined by customer relationships - personal selling provides a human response that counter balances the impersonal nature of technology.

*Diff: 2      Type: ES      Page Ref 3-6      Skill: Applied (A)      Objective: LO: 1-2*

93) Women have made important contributions in the sales field. Explain.

Answer:

- a. Women tend to be more flexible, multi-taskers and comfortable sharing power and information. These attributes are effective in today's fast-changing, service-oriented, entrepreneurial work environment.
- b. Women tend to be more people oriented, a skill necessary to build and maintain long-term relationships.
- c. With the shifting demographics, a diverse workforce can provide easier access to a diverse clientele.

*Diff: 2      Type: ES      Page Ref: 10-11      Skill: Applied (A)      Objective:*  
*LO: 1-3*

94) Explain why personal selling skills are necessary for knowledge workers such as management personnel, professionals, entrepreneurs, and customer service representatives.

Answer:

- a. Management personnel: are often involved in "executive selling". They often accompany salespeople on sales calls and assist them with presentations.
- b. Professionals: need selling skills to bring in new business.
- c. Entrepreneurs: need to sell their ideas to investors and to grow their business.
- d. Customer Service Representatives: deal with phone orders, customer complaints and in general have contact with customers.

*Diff: 3      Type: ES      Page Ref: 19-22      Skill: Applied (A)      Objective:*  
*LO: 1-5*

95) Identify and explain the different types of career opportunities in the business goods channel.

Answer:

- a. Manufacturers employ sales and sales support personnel in a variety of different positions in outside and inside sales.
- b. Industrial salespeople include both technical salespeople (sales engineers or application engineers) and nontechnical salespeople.
- c. Sales or applications engineers must possess a detailed and thorough technical knowledge of their products as well as competing products.
- d. Field salespeople interact with new customers and current customers. They must be able to identify customer needs and requirements and to recommend the proper product or service to meet the customer's needs.

e. Missionary salespeople, also known as detail salespeople, serve to develop goodwill, provide information, and stimulate demand for the manufacturer's products.

*Diff: 2      Type: ES      Page Ref: 15-17      Skill: Applied (A)      Objective:*  
*LO: 1-4*