SAL301 - Bài trắc nghiệm - Which objective is typically associated with sales

Câu 1 **Which objective is typically associated with sales promotions? (SOẠN BỞI TIÊN)**

A. Increased production capacity

B. Encouraging repeat purchases

C. Reducing employee turnover

D. Enhancing administrative efficiency

E. publicity stunt

Câu 2 **How is the role of selling changing in the marketing function? (SOẠN ĐỘC QUYỀN BỞI THỦY TIÊN)**

A. It is becoming more tactical.

B. It is becoming less important.

C. It is shifting towards a relationship-based approach.

D. It remains unchanged.

E. the company's organizational structure

Câu 3 **What are the success factors a professional salesperson needs?**

A. Verbal communication skills

B. Closing skills

C. Personal planning and time management skills

D. All of above

Câu 4 **Which of the following elements of the promotion mix involves making personal connections with customers for the purpose of making sales? (SOẠN ĐỘC QUYỀN BỞI THỦY TIÊN)**

A. personal selling

B. advertising

C. e-commerce

D. publicity

E. public relations

Câu 5 **A salesperson should illustrate how a certain product fits a customer's already-defined criteria when the customer has what kind of choice criteria? (THỦY TIÊN)**

A. Choice criteria in conflict

B. Vague choice

C. No active product choice

D. Explicit choice

E. Inadequate choice

Câu 6 **_____ those responsible for managing large accounts, are skilled in developing complex solutions to a particular customer problem. (SOẠN ĐỘC QUYỀN BỞI THỦY TIÊN)**

A. Technical sellers

B. Key account salespeople

C. Missionary salespeople

D. Trade servicers

E. Telemarketers

Câu 7 **How has the balance of power shifted between retailers and suppliers as a result of retailers' data investments? (T TIÊN SOẠN)**

A. Suppliers now have more bargaining power

B. Retailers have lost their commercial advantage

C. Retailers possess more up-to-date and relevant real-time data, giving them a commercial advantage

D. Retailers no longer hold any advantage

E. Would you be interested in applying for our credit card? You can save 10 percent, today!

Câu 8 **How is customer retention achieved in an organizational selling situation? (SOẠN ĐỘC QUYỀN BỞI THỦY TIÊN)**

A. By ignoring customer needs

B. By focusing on short-term relationships

C. By forming long and trustworthy relationships

D. By changing salespeople frequently

E. Workload method

Câu 9 **What is the technology which helps the sales functions in being more effective and efficient? (SOẠN ĐỘC QUYỀN BỞI THỦY TIÊN)**

A. Field computerization

B. All of these

C. Salesforce automation

D. Realtime data capture

E. E-learning cuts training costs.

Câu 10 **What do differences between consumer and organisational buying?**

A. Fewer organisational buyers

B. Close, long-term relationships between organisational buyers and sellers

C. Negotiation is often important in organisational buying

D. All of above

E. following up

Câu 11 **How is the penetration of the worldwide market by satellite and cable television effect on blockbuster promotional campaigns? (THỦY TIÊN NÈ)**

A. They are becoming more effective

B. They are easy to sustain

C. They are increasingly difficult to sustain

D. They are the preferred method for reaching customers

E. 250 percent

Câu 12 **A customer contact person performs the same tasks as a salesperson. (SOẠN ĐỘC QUYỀN BỞI THỦY TIÊN)**

A. True

B. False

C. Calculating overhead costs

D. Developing ad campaigns

E. promotional objectives

Câu 13 **(11165) Techniques used to implement motivational theories or approaches (e.g., sales contests, sales meetings, promotion opportunities, and incentive programs) are known as**

A. Sales Meetings

B. Sales contests

C. Motivation

D. Sales motivation strategies

E. sales engineer

Câu 14 **Which sales promotion technique involves distributing small quantities of a product to potential customers? (SOẠN ĐỘC QUYỀN BỞI THỦY TIÊN)**

Câu 15 **A asking for the order**

B. reviewing points of agreement

C. offering to help write up the order

D. explaining that the buyer will lose out if the order isn't placed now

E. asking the buyer to clarify any objections

Muốn tự tạo bài trắc nghiệm như thế này?

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