**Sales Force Management and Personal Selling EBK 330**

Text: **Text:** *Sales Force Management, 12th edition
by Mark W Johnston and Greg W Marshall*

Homework: 1

This homework covers Chapters 1, 2 and 3 of the text, as noted. Following are 33 multiple choice questions total, each worth 3 points. Indicate the answer you think most correct.

**Chapter 1:**

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| **1** | **Which of the following statements about sales programs and performance is true?** |
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| (A) | The sales manager must adapt his or her strategies to the existing environment rather than trying to make the environment fit the strategies |
| (B) | The sales program is the one part of the marketing strategy that seldom needs changing |
| (C) | Management should not engage in planning for organizations that operate in volatile environments because their plans would have to be revised or even scrapped frequently |
| (D) | Factors in the internal and external environment can have a strong influence on strategic plans, but not on strategic implementation |
| (E) | Changes in an organization's marketing strategy are unlikely to have any impact on its sales program |

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| **2** | **One of your customers suggests ""I'll buy from you if you buy from me."" This could be a violation of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ laws.** |
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| (A) | Packaging and labeling |
| (B) | Cooling-off |
| (C) | Tying agreement |
| (D) | Reciprocal dealing |
| (E) | Truth-in-lending |

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| **3** | **Which of the following statements about the legal-political environment is true?** |
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| (A) | The two broad categories of laws that are particularly relevant to salespeople are Federal Trade Commission regulations and state cooling-off laws |
| (B) | Antitrust laws have no impact on sales activities |
| (C) | The number of laws regulating personal selling and all other aspects of conducting business have decreased dramatically over the last three decades |
| (D) | A salesperson's claim that the refrigeration unit he was selling would keep food cold even if the electric power was off for six days could have legal consequences, but not ethical, because the salesperson was simply trying to make a sales when he made that statement |
| (E) | Many salespeople are unaware that they assume legal obligations every time they approach a customer |

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| **4** | **Mike, a sales rep for a major computer software company, knows his company does not plan to maintain updates for the software. When selling the software package to customers he implies the company will continue to support the software. Mike could create a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ legal problem.** |
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| --- | --- |
| (A) | Truth-in-lending |
| (B) | Breach of warranty |
| (C) | Equal employment opportunity |
| (D) | Situational ethics |
| (E) | Tying agreement |

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| **5** | **Equal employment opportunity legislation:** |
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| (A) | Directly affects how sales managers implement their sales programs |
| (B) | Is a form of consumer protection legislation |
| (C) | Is becoming less important as the sales force is becoming more culturally diverse |
| (D) | Is a form of antitrust legislation |
| (E) | Does not apply to sales positions |

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| **6** | **A few years ago, when Internet sales took off, the major automobile manufacturers had to decide whether they would sell directly or through their dealership network. In this situation a change in the industry's \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ environment created a potential change in sales strategy.** |
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| (A) | Technological |
| (B) | Social and cultural |
| (C) | Political and legal |
| (D) | Ethical |
| (E) | Natural |

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| **7** | **Sales force ethics is considered to be a part of the \_\_\_\_\_ environment of organizations.** |
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| --- | --- |
| (A) | Economic |
| (B) | Internal |
| (C) | Political and legal |
| (D) | Ethical |
| (E) | Natural |

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| **8** | **Which of the following statements about ethics and business is true?** |
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| (A) | Two-thirds of executives surveyed about their attitude toward commercial bribery said they considered bribes unethical and would never use them as a sales tactic |
| (B) | Written ethical policies are more harmful than helpful to the sales force because they diminish the salesperson's ability to be flexible |
| (C) | Bribes and kickbacks are not a problem in the United States |
| (D) | Management directives do not deal with many situations that are viewed as ethical dilemmas by the sales force |
| (E) | None of the above statements about ethics and business is true |

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| **9** | **The difference between a law and ethics is best described by:** |
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| (A) | What is ethical may not be legal |
| (B) | Laws are concerned with the development of moral standards |
| (C) | What is legal may not be ethical |
| (D) | Formal policies define what is legal and ethical for salespeople |
| (E) | Legal puffery is ethical too |

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| **10** | **After purchasing a car from a dealership, Martin is told by the dealership that the interest rate will be higher than what he has agreed to when he bought the car. The dealership has probably violated \_\_\_\_\_\_\_\_\_\_\_\_\_\_ laws.** |
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|  |  |
| --- | --- |
| (A) | Packaging and labeling |
| (B) | Cooling-off |
| (C) | Tying agreement |
| (D) | Reciprocal dealing |
| (E) | Truth-in-lending |

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| **11** | **State \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ laws allow consumers to cancel contracts signed with door-to-door salespeople within a limited number of days after agreeing to such contracts.** |
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| --- | --- |
| (A) | Packaging and labeling |
| (B) | Cooling-off |
| (C) | Tying agreement |
| (D) | Reciprocal dealing |
| (E) | Truth-in-lending |

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**Chapter 2:**

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| **1** | **A salesperson engaged in cold canvassing would be:** |
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| (A) | Determining if a potential customer had the resources with which to buy |
| (B) | Engaged in telemarketing |
| (C) | Prospecting for potential customers using a mass marketing approach |
| (D) | Defining target markets |
| (E) | Selling industrial products to employees who were not members of the buying center |

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| **2** | **Your university puts together a team including faculty, admissions staff, development personnel, financial aid and others to collectively sell the university. In a business, this team might be called a** |
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| (A) | Matrix organization |
| (B) | Prospecting analysis committee |
| (C) | Solutions committee |
| (D) | Student assessment team |
| (E) | Risk analysis organization |

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| **3** | **Roland is putting together a selling center for his company. He will likely include** |
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| (A) | Customers, salespeople and HR people |
| (B) | Marketing, customer service and engineering people |
| (C) | Senior executives, sales managers and sales reps |
| (D) | Production staff, ad agency personnel and customers |
| (E) | All of the above people would be included in a selling center |

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| **4** | **The term buying center refers to:** |
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| (A) | The sales department that engages in team selling |
| (B) | All people who are actually employed by a company and who can impact the buying decision |
| (C) | Any employee who has the potential for impacting the selling process |
| (D) | Any employee who has the potential for impacting the buying process |
| (E) | All the people who participate in buying a product or service |

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| **5** | **Which of the following questions would be most likely asked when closing a sale?** |
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| --- | --- |
| (A) | Mr. Customer, can I have a few minutes of your time to show you a new way to keep track of your inventory? |
| (B) | Should we include your company's production vice-president in these discussions about a new assembly line configuration? |
| (C) | Who in your company has the authority to make a buying decision? |
| (D) | Can I have an appointment next Tuesday or Wednesday? |
| (E) | Would you like to have that office desk in maple or cherry wood? |

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| **6** | **Which of the following statements about the sales presentation as a stage in the selling process is true?** |
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| (A) | An efficient sales presentation should not be presented to just one individual within the buying center |
| (B) | Very low-key selling should be used when the salesperson is expected to provide a great deal of technical information and advice |
| (C) | Salespeople should not use demonstrations during the presentation unless they want to lose the attention of the prospect |
| (D) | Sales presentations are a unique part of the organization and do not have to be consistent with other organizational policies |
| (E) | None of the above statements about sales presentations is true |

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| **7** | **For which of the following products would a salesperson be most likely to use a demonstration during her sales presentation?** |
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| (A) | An adjustable staple gun that can be used on every type of material from paper to cement |
| (B) | Coal |
| (C) | Paper napkins |
| (D) | Ceramic tile |
| (E) | Antique lace to be used for the making of one-of-a-kind bridal veils |

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| **8** | **\_\_\_\_\_ is the core of the selling process.** |
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| (A) | Closing the sale |
| (B) | Prospecting the customer |
| (C) | Servicing the account |
| (D) | Qualifying the prospect |
| (E) | The sales presentation |

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| **9** | **In which of the following stages of the selling process is a company's credit and collections department most likely to be heavily involved?** |
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| --- | --- |
| (A) | Closing the sale |
| (B) | Prospecting for a customer |
| (C) | Servicing the account |
| (D) | Qualifying the prospect |
| (E) | The sales presentation |

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| **10** | **Artis Moore owns a small company that details cars. He is trying to sell his services to a company that rents cars and vans. As he talks to the rental company owner who makes all purchasing decisions, Moore is trying to convince her that his detail services will benefit the company. He is also endeavoring to show how it is more efficient to outsource the cleaning of the cars rather than do it in-house. As Moore talks about the benefits, he is trying to make sure that the job will add to the prof** |
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| --- | --- |
| (A) | Closing the sale |
| (B) | Prospecting for a customer |
| (C) | Servicing the account |
| (D) | Qualifying the prospect |
| (E) | The sales presentation |

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| **11** | **In the stages of the selling process generally, what three efforts should be made BEFORE presenting the sales message?** |
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| (A) | Servicing, qualifying and closing the sale |
| (B) | Prospecting, servicing and opening the relationship |
| (C) | Prospecting, opening the relationship and qualifying |
| (D) | Opening the relationship, closing the sale and servicing the account |
| (E) | The only effort needed is prospecting |

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**Chapter 3:**

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| 1. **Justine is frustrated with her company's inability to link production, customer service and other internal processes with her customers. Justine believes her company's \_\_\_\_\_\_\_\_\_\_ are inadequate.**
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| (A) | Spanning processes |
| (B) | Customer value measures |
| (C) | Strategic business units |
| (D) | Mission statements |
| (E) | Top-to-top selling teams |

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| 1. **The key factor in the generation of strategies is:**
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| (A) | Creativity |
| (B) | Consistency with the organizational culture |
| (C) | Costs |
| (D) | Feasibility of success |
| (E) | Acceptance by organizational stakeholders |

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| 1. **Which of the following statements about the generation and selection of organizational strategies is true?**
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| (A) | It would be a waste of resources for a company to use brainstorming to generate strategic ideas |
| (B) | Sometimes many different strategies may achieve the same objective |
| (C) | A firm must review many strategies to find the optimal strategy |
| (D) | The organizational objectives should be set once the organizational strategy has been determined |
| (E) | All of the above statements about the generation and selection of organizational strategies are true |

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| 1. **Which of the following represents a continuum from low to high trust?**
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| (A) | Market exchange, strategic partnership, functional relationship |
| (B) | Functional relationship, market exchange, strategic partnership |
| (C) | Market exchange, functional relationship, strategic partnership |
| (D) | Strategic partnership, functional relationship, market exchange |
| (E) | None of the above |

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| 1. **Which of the following is the BEST example of a market exchange?**
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| --- | --- |
| (A) | Andre renews his membership at his health club |
| (B) | After an unsuccessful job interview, Melanie buys a hamburger from a Dulles Airport vendor while on her way home to Tulsa, Oklahoma |
| (C) | Handelmann Florist buys two cases of flower vases from its regional gardening supplies distributor |
| (D) | A consumer products company hires a Minnesota company to oversee another promotional contest and to determine the winners of the prizes |
| (E) | Susan and Alan buy life insurance from the same insurance agent from whom they purchased car and home insurance |

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| 1. **A strategic partnership between buyer and seller is identified by a:**
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| (A) | Short-time horizon |
| (B) | Low concern for the other party |
| (C) | Collaborative relationship between the participants |
| (D) | Bargaining relationship between the participants |
| (E) | Cooperative relationship between the participants |

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| 1. **\_\_\_\_\_ relationships are relationships between buyer and seller based upon close personal friendships and a medium level of concern for the other party.**
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| (A) | Strategic |
| (B) | Partnering |
| (C) | Transactional |
| (D) | Functional |
| (E) | Transformational |

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| 1. **In return for the endorsement of its products, FTD Florists gives the AARP (Association of American Retired People) a reduced rate on all flower deliveries. FTD also gives the AARP back a percentage of sales it makes as a result of using the AARP name in its ads. AARP members have provided information to FTD about the types of flowers they like to give and receive and on the types of occasions when they believe flowers should be sent. This is an example of a \_\_\_\_\_\_ between a buyer and a seller.**
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| --- | --- |
| (A) | Market exchange |
| (B) | Strategic partnership |
| (C) | Transactional relationship |
| (D) | Functional relationship |
| (E) | Transformational relationship |

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| 1. **Relationships that result in strategic partnerships go through four stages including:**
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| --- | --- |
| (A) | Awareness, exploration, expansion and commitment |
| (B) | Awareness, integration, designation and expansion |
| (C) | Exploration, change, dynamics, restoration |
| (D) | Suggestion, response, communication, concurrence |
| (E) | Beginning, adjustment, middle, end |

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| 1. **Marvin almost always tells customers it will be three days before he can service their boat, knowing he usually will be able to come in one or two days. He uses this strategy to create**
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| --- | --- |
| (A) | Customer exchange |
| (B) | Transactional partnership |
| (C) | Relationship approval |
| (D) | Customer delight |
| (E) | Transformational restructuring |

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| 1. **A market opportunity is viable and attractive if:**
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| --- | --- |
| (A) | The firm has the marketing communications skills needed to reach that market |
| (B) | There are enough potential customers in that market for the needed product so that the total potential sales volume will be substantial |
| (C) | The opportunity is consistent with the mission and objectives of the company |
| (D) | The firm has the financial and human resources needed to reach that market |
| (E) | All of the above conditions are met |

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