

# Professional Selling

## Exam 2

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 1) Which buyer behavior theory focuses the salesperson's attention on five important factors that the customer is likely to consider before making a purchase?
  - A) compulsive-buying theory
  - B) need-satisfaction theory
  - C) buyer-action theory
  - D) buyer-resolution theory
  
- 2) Which type of selling appeals to buyers who prefer to purchase a packaged solution to a problem from a single seller, thus avoiding all the separate decisions involved in a complex buying situation?
  - A) systems selling
  - B) straight selling
  - C) bundled-option selling
  - D) transactional selling
  
- 3) Which of the following statements indicates the salesperson is using the "survey" approach?
  - A) "Would you be interested in a security system that is currently used by most major banks in America?"
  - B) "I am anxious to show you our newest copy machine."
  - C) "I want to study your traffic patterns to be sure that our product meets your needs."
  - D) "Tammy Williams, buyer for the Mayfield Company, has been very pleased with our line of drapes and suggested I arrange to show you our products."
  
- 4) Yellow Freight Systems must provide clean, well-maintained trucks and well-trained drivers. This is an example of a(n) \_\_\_\_\_ product.
  - A) potential
  - B) expected
  - C) value-added
  - D) generic
  
- 5) When is it NOT appropriate to use a low-price strategy?
  - A) when the customer wants an "unbundled" product
  - B) when the buyer is a high-involvement buyer
  - C) when the buyer does not value quality
  - D) when you have a transaction-focused buyer
  
- 6) When doing business in India, outsiders should remember that:
  - A) Indian buyers seek quality and durability.
  - B) social class is unimportant in India.
  - C) they will need to learn one of the many official languages of India to be successful.
  - D) the food and drink customs are similar to those of the U.S. and Europe.
  
- 7) The decisions, activities and communication strategies that are directed toward trying to create and maintain a firm's intended product concept in the customer's mind are known as:
  - A) product life cycle.
  - B) product positioning.
  - C) potential product.
  - D) value-added concept.
  
- 8) The major purpose of the approach is to:
  - A) encourage the prospect to buy your product.
  - B) build desire for your product.
  - C) gather facts about the prospect's authority to buy your product.
  - D) capture the prospect's full attention and build interest in the product.

- 9) Which of the following is true regarding doing business in Germany?
- A) Flashy brochures will have more impact than statistic-filled ones.
  - B) Dinner is the most common meal for business meetings.
  - C) Germany has been described as a "high context" culture.
  - D) There is a strong emphasis on punctuality.
- 10) When setting professional fees, all of the following are points to consider EXCEPT:
- A) target market.
  - B) exclusivity.
  - C) product life cycle.
  - D) experience.
- 11) A well-connected person who may not make the buying decision but who may have an impact on the person who does is a:
- A) center of influence.
  - B) prospect.
  - C) referral.
  - D) target market.
- 12) Which one of the following is a guideline for effective networking?
- A) When you meet someone, tell the person what you do.
  - B) Follow up on every contact.
  - C) Limit the number of people you meet in a given setting.
  - D) Don't hesitate to do business while networking.
- 13) Sometimes used in conjunction with company supplied forms, these types of questions are often used in service, retail, wholesale, and manufacturing selling:
- A) preplanned questions.
  - B) organization questions.
  - C) problem questions.
  - D) implication questions.
- 14) Raymundo is trying to develop a presentation strategy. One of the prescriptions he should follow is:
- A) discover customer needs.
  - B) become a product expert.
  - C) configure value-added solutions.
  - D) prepare objectives.
- 15) All of the following are examples of a presentation objective EXCEPT:
- A) obtain personal and business information to establish the customer's file.
  - B) establish rapport and begin building a relationship with the customer.
  - C) acquire information needed for a routing plan.
  - D) provide value justification in terms of cost reduction and increased revenues.
- 16) As the level of competition increases, especially in the case of a mature product, salespeople must look more carefully into the \_\_\_\_\_ product.
- A) potential
  - B) value-added
  - C) expected
  - D) generic
- 17) A typical company will lose approximately \_\_\_\_\_ percent of its customers every year.
- A) 25 to 30
  - B) 35 to 40
  - C) 15 to 20
  - D) 5 to 10
- 18) At which stage in the typical buying process is the customer aware of a need and has evaluated one or more solutions with the resolve to do something but may have obstacles or concerns to contend with?
- A) purchase
  - B) resolution of problems
  - C) evaluation of solutions
  - D) need awareness
- 19) A customer will tend to screen out or modify stimuli. This process is known as:
- A) conscious input.
  - B) selective attention.
  - C) selectivity.
  - D) discrimination.

- 20) A value proposition:
- A) is best used when customers are ill-informed.
  - B) is unrelated to the firm's positioning strategy.
  - C) is the set of benefits and values the company promises to deliver to customers to satisfy their needs.
  - D) is a demand-based model.
- 21) Which of the following statements about pricing policies is FALSE?
- A) The ability to offer the lowest price is usually the most critical factor in the sale of products and services.
  - B) Pricing strategies often reflect the product's position in the product life cycle.
  - C) Some companies maintain a pricing strategy that focuses on meeting competition.
  - D) Price discounting is a competitive tool available to large numbers of salespeople.
- 22) Which of the following statements about social class is true?
- A) "New money" people possess inherited wealth, often acquired several generations before.
  - B) People in the lower classes purchase items less impulsively than upper class shoppers.
  - C) Social class is determined by a combination of factors such as income, education, occupation, and accumulated wealth.
  - D) Social scientists agree that there are an unlimited number of social classes.
- 23) Customer satisfaction arises from:
- A) the product itself.
  - B) a combination of the product, company and salesperson.
  - C) the salesperson who sells and services the product.
  - D) the company that makes or distributes the product.
- 24) The process of qualifying prospects includes answering all of the following questions EXCEPT:
- A) Can the prospect pay for the purchase?
  - B) Can the prospect make the buying decision?
  - C) Is this the senior executive?
  - D) Does the prospect have a need for my product?
- 25) Which influence on buying decisions is defined as a set of characteristics and social behaviors based on the expectations of others?
- A) social class                      B) cultural                      C) reference group                      D) role
- 26) In the field of personal selling, persuasion:
- A) is an acceptable strategy once a need has been identified and a suitable product has been selected.
  - B) does not belong in a consultative style sales presentation.
  - C) seldom achieves the goal of closing the sale.
  - D) will offend many customers who want to make up their own mind.
- 27) \_\_\_\_\_ is the process of sending back to the prospect what you as a listener think the person meant, both in terms of content and in terms of feelings.
- A) Surveying    B) Configuring a solution  
C) Active listening                                      D) Probing
- 28) Researchers at Texas A&M University have discovered five service-quality dimensions. What are they?
- A) tangibles, value, reliability, continuity and assurance
  - B) empathy, assurance, responsiveness, reliability and tangibles
  - C) responsiveness, reliability, empathy, tangibles and value
  - D) reliability, responsiveness, value, assurance and continuity

- 29) According to the buyer resolution theory, which of the following is an important factor that the consumer is likely to consider before making a purchase?
- A) When should I buy?
  - B) Where should I buy?
  - C) What is a fair price?
  - D) All of the above.
- 30) In order for a customer to arrive at a buying decision the salesperson should present the product according to:
- A) the individual customer's needs.
  - B) the buyer profile based on industry research.
  - C) his/her own point of view.
  - D) a standardized procedure or presentation.
- 31) The procedure used to determine which customers and prospects to visit during a certain period of time is called:
- A) target marketing.
  - B) routing.
  - C) prospect canvassing.
  - D) sales forecasting.
- 32) The \_\_\_\_\_ presentation involves the act of presenting product appeals so as to influence the prospect's beliefs, attitudes, or behavior; it encourages the buyer to make a buying decision.
- A) informative
  - B) reminder
  - C) persuasive
  - D) media
- 33) Which of the following prescriptions is part of the presentation strategy?
- A) Prepare a presale presentation plan needed to meet objectives.
  - B) Build a strong prospect base.
  - C) Assume a role of mentor and associate.
  - D) Project a positive sales image.
- 34) The three major types of organizational buying situations are:
- A) new task buy, straight rebuy, and modified rebuy.
  - B) transactional buy, consultative buy, and strategic alliance buy.
  - C) habitual buying decisions, variety-seeking buying decisions, and complex buying decisions.
  - D) new task buy, rebuy, and limited task buy.
- 35) The statements, "The certificate of deposit represents a safe investment, but you may want to examine some options that will give you a better return on your investment. Completion of our Financial Planning Profile questionnaire can help us identify investment options," provide an example of:
- A) the survey approach.
  - B) the question approach.
  - C) a comment on here-and-now observation approach.
  - D) the combination approach.
- 36) There are five service-quality dimensions. Three of them *include*:
- A) standardization, reliability and empathy.
  - B) reliability, responsiveness and empathy.
  - C) durability, reliability and responsiveness.
  - D) durability, reliability and empathy.
- 37) Trish asks her customer, "Who do you buy your supplies from now?" Which type of question is this?
- A) confirmation
  - B) probing
  - C) need-satisfaction
  - D) survey
- 38) Which of the following statements is FALSE?
- A) Increasingly, there are more decision-makers involved in selling situations.
  - B) Salespeople should concentrate on a single objective for each sales call.
  - C) Some sales presentations require a team approach.
  - D) The inflexible canned sales presentation violates the major tenets of consultative selling.

- 39) Research reported in the *Harvard Business Review* indicates that it is very difficult to build customer loyalty if you are selling only the \_\_\_\_\_ product.  
A) potential                      B) expected                      C) value-added                      D) generic
- 40) Which of the following is a true statement regarding prospecting?  
A) Personal observation is an unlikely prospecting technique.  
B) Cold calling prospecting is a systematic approach to identifying prospects.  
C) A salesperson cannot afford to spend time calling on persons who are not legitimate prospects.  
D) Salespeople should not use friends and acquaintances as a source of prospects.
- 41) Money that a bank has available for customer loans would be an example of a(n) \_\_\_\_\_ product.  
A) potential                      B) generic                      C) expected                      D) value-added
- 42) A major reason for asking survey questions is to:  
A) find out if the customer possesses a view point that may serve as a barrier to closing a sale.  
B) find out if your message is getting through.  
C) qualify the prospect.  
D) collect basic facts about the buyer's existing situation and problem.
- 43) Which of the following motives would most likely make a customer buy from the same business?  
A) product buying motives                      B) emotional buying motives  
C) brand loyalty motives                      D) patronage buying motives
- 44) When a salesperson asks a customer to prepare a note or letter of introduction that can be delivered to the potential customer, this person is using which prospecting method?  
A) networking                      B) cold canvass                      C) mail inquiry                      D) referral
- 45) In order to bring the Walker Hotel and Convention Center up to industry standards, each guest room was redecorated with new wallpaper, drapes, carpeting, mattresses and sofas. Mallanie Simms, sales manager for the Center, has recommended that guest rooms be upgraded with the addition of wide desks, voice mail, fax machines and 24-hour room service. From the viewpoint of most business travelers, these changes would result in the creation of a(n):  
A) potential product.                      B) generic product.  
C) value-added product.                      D) expected product.
- 46) Networking, as it applies to the field of selling, is a method of prospecting:  
A) that relies on making contacts with people and profiting from the connection.  
B) which is seldom used today.  
C) popular only in the telecommunications field  
D) with the telephone.
- 47) A careful study of buying behavior reveals that people make buying decisions based on:  
A) social buying motives only.  
B) emotional buying motives only.  
C) a combination of emotional and rational buying motives.  
D) rational buying motives only.

- 48) Obtaining new accounts is a major challenge facing Kim Fernández, Director of Natural Food Sales for Alta Dena Certified Dairy, because:
- A) competition for limited shelf space is fierce because 800-900 new dairy products are introduced each year.
  - B) natural dairy foods are very expensive compared to other dairy products.
  - C) Alta Dena Certified Dairy products are not well known in her sales territory.
  - D) the demand for natural dairy food has declined in recent years.
- 49) Japanese business etiquette dictates that \_\_\_\_\_.
- A) the individual is more important than the group.
  - B) the use of first names not take place until an invitation to do so is extended.
  - C) aggressive sales techniques be employed.
  - D) business cards be exchanged and then placed in the pocket.
- 50) Value creation investments are the highest in:
- A) generic sales.
  - B) transactional sales.
  - C) strategic alliance sales.
  - D) consultative sales.

