1. Straight-salary plan for sales personnel refers to: -
   (1) A salary based on results given by the sales personnel
   (2) **A fixed salary after regular interval**
   (3) A fixed salary based on the group performance
   (4) None of the above

2. Sales budget provides management while setting:-
   (1) **Company’s objectives**
   (2) Company’s profit
   (3) Company’s people

3. Middle man pass the higher markups on ________________.
   (1) Competitors
   (2) Customers
   (3) **Final buyers**

4. ITC adding Confessionary with their existing product line of cigarette, benefits them in:-
   (1) Increasing dealer organization
   (2) Reducing distribution cost
   (3) Stimulate sales force
   (4) **All of the above**

5. Need Gratification Theory is developed by ________________.
   (1) Akbar Khan
   (2) M.F. Hussain
   (3) **Maslow**
6. As a company Sales Executive, if you want to make every customer a contributor to net profit, you would select the distribution policy, known as:-

(1) Exclusive agency distribution  
(2) Mass distribution  
(3) **Selective distribution**  
(4) All of the above

7. Financial department keeps watch on consumer credit and informs the sales department which helps the sales department:-

(1) To prevent waste of selling effort on poor credit risks  
(2) To motivate defaulters to make payment  
(3) To cut down their selling efforts  
(4) To increase their selling efforts

8. Which is the cheap and less time consuming method of training?

(1) Individual training  
(2) Mass training  
(3) **Group training**  
(4) None of the above

9. In all sales training programs the practical as well as the theoretical side of selling should be covered.

(1) **True**  
(2) False

10. Company sales executives have to take due care of legal restrictions, as:-

(1) **Avoiding this may cause savior penalties**  
(2) Avoiding this may lead to reduced sales  
(3) Avoiding this may lead to high cost of sales  
(4) All of the above