

## Sales Management

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