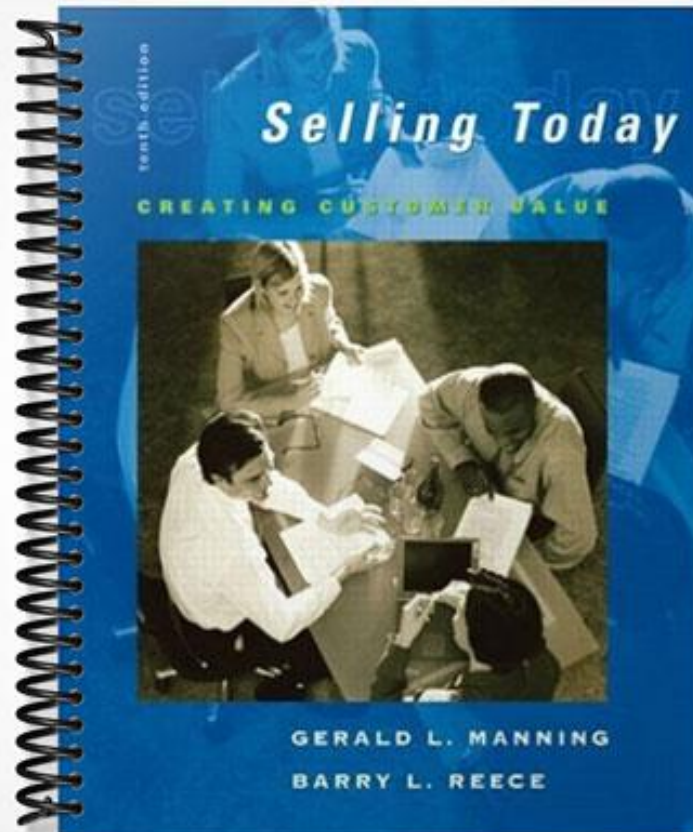


TEST BANK



Chapter 2

Personal Selling Opportunities in the Age of Information

True/False

1. Although a large number of people are employed in the field of personal selling, the number of different careers is quite limited.

F 33

2. The late Stanley Marcus, of the Neiman Marcus retail company, stated that, “Sooner or later in business, everyone has to sell something to somebody.”

T 29

3. Although selling careers in the wholesale field can be rewarding, few job opportunities exist.

F 41

4. Retail products do not usually provide full-time personal selling opportunities.

F 40

5. The primary goal of a detail salesperson is to develop goodwill and stimulate demand for products.

T 42

6. The opportunities for promotion to supervisory-management positions in the field of selling are very limited.

F 36

7. A sales representative for Dell who is selling a new form of sophisticated routing-to-server software would probably be classified as a sales engineer.

T 42

8. The highest compensation for salespeople generally goes to those focusing on transactional sales.

F 36

9. The typical convention center will not provide employment opportunities for sales personnel.

F 39

10. Today’s workforce is made up of millions of knowledge workers who succeed only when they add value to information.

T 30

11. Many businesses rely heavily on media sales personnel for help in developing effective advertising campaigns.

T 39

12. The growth rate for service companies continues to be much higher than the growth rate for companies that are product-led.

T 38

13. Selling is one of those occupations that usually provides job security during both good and bad times.

T 36

14. Some people are born with certain qualities that give them a special advantage in the field of selling.

F 43

15. Many salespeople are returning to the classroom to earn certification in a sales or sales-related area.

T 44

Multiple Choice

Select the response that *best* answers the question or completes the statement.

16. Most studies dealing with incomes in the business community tell us that:

- a. salespeople earn significantly higher incomes than most other workers. * 35
- b. salespeople earn about the same income as most other workers.
- c. salespeople earn significantly lower incomes than most other workers.
- d. salespeople earn slightly lower incomes than most other workers.

17. Which of the following statements accurately describes a career in selling?

- a. Salespeople have limited opportunities for advancement.
- b. Salespeople receive a minimal amount of psychic income.
- c. Salespeople generally do not have good job security.
- d. Salespeople have numerous opportunities to advance to middle-management ranks. * 36

18. On average, an experienced, high performing salesperson will find the highest compensation opportunities with which approach?

- a. Feature/benefit.
- b. Transactional.
- c. Value-added. * 36
- d. Solution.

19. Which of the following is NOT a common myth regarding women in sales?

- a. Women often seek sales careers because they offer flexible schedules and excellent economic rewards. * 37
- b. Buyers are less accepting of female salespeople.
- c. Women face special problems when assigned to selling positions in foreign countries.
- d. Women earn significantly less in sales work than their male counterparts.

20. All of the following describe a category of sales personnel in the field of manufacturing EXCEPT:

- a. sales engineer
- b. rack jobber * 42
- c. field salesperson
- d. detail salesperson

21. All of the following statements regarding careers in personal selling are true EXCEPT:

- a. our labor force is made up of hundreds of different selling careers.
 - b. people working in managerial occupations represent a large group of knowledge workers who need selling skills.
 - c. salespeople today have many opportunities for advancement.
 - d. in the field of personal selling, preference continues to be given to young, male job applicants.
- * 36-38

22. Which of the following statements regarding telemarketing is NOT true?

- a. Telemarketing is a channel in which the sales process is conducted by telephone.
- b. Telemarketing serves two general purposes—sales and service.
- c. Only small companies are using telemarketing. * 43
- d. In some cases, sales assistants provide clerical backup for outside salespeople via telemarketing by confirming appointments, conducting credit checks, and following up on deliveries.

23. Which of the following statements most accurately describes the status of sales training and sales force development in America?

- a. Dollars spent on sales training have declined in recent years.
- b. Salespeople are among the most intensely trained employee groups. * 44
- c. Sales training is expanding only in the area of manufacturing.
- d. Most sales training is provided on the Internet.

24. In recent years, several trade journal reports have described:

- a. a major increase in minority hiring by sales organizations.
- b. a major increase in the hiring of minorities and women for sales positions.
- c. the under-representation of minority employees in sales. * 38
- d. a major decrease in the hiring of minorities and women for sales positions.

25. Psychic income in selling refers to which one of the following?

- a. Satisfaction of being on a commission payment plan.
- b. High commissions due to successful “intuitive” selling.
- c. The opportunity to be a member of the sales team.
- d. Job recognition afforded sales personnel. * 36

26. Which of the following is true regarding women in selling careers?

- a. They have surpassed men in number employed in the field.
- b. They are taking advantage of expanded career opportunities in real estate, advertising services, insurance and travel services. * 36
- c. They are seldom recruited into traditionally male-dominated areas such as real estate and insurance.
- d. In most selling fields, gender continues to be a barrier to success.

27. Terri Milano, employed by a manufacturer of home electronics, offers assistance to retailers in such areas as credit policies, pricing display and store layout. She also collects information regarding acceptance of her firm’s products. She is performing the duties of a(n):

- a. outside salesperson.
- b. inside salesperson.
- c. sales engineer.
- d. detail salesperson. * 42

28. Many salespeople are returning to the classroom to earn certifications in areas related to their field. For example, in the pharmaceutical industry, many salespeople earn the:

- a. Pharmaceutical Specialist (PS) designation.
- b. Certified Medical Representative (CMR) designation. * 44
- c. Certified Pharmaceutical Representative (CPR) designation.
- d. Pharmaceutical Code of Conduct (PCC) designation.

29. Well-trained salespeople can add value to the traditional retail shopping experience. Selling for a retailer might involve which of the following products?

- a. Personal computers, automobiles and assembly line robotics equipment.
- b. Photographic equipment, industrial specialties and recreational equipment.
- c. Fashion apparel, personal computers and recreational vehicles. * 40
- d. Microchips, musical instruments and automobiles.

30. Which of the following statements regarding personal selling in the financial services industry is accurate?

- a. Sales employment in the financial services industry is not expected to increase.
- b. There are fewer than half a million sales jobs in the securities and financial services field.
- c. Seminars, conferences, and business meetings are generally sold by salespeople in the financial services industry.
- d. Banks, brokerage firms, and other financial service businesses are branching out, selling a broader range of financial planning and investment services. * 38

Completion

31. _____ has no value until it is communicated effectively.
Information 30

32. _____ income helps satisfy our need for recognition and security.
Psychic 36

33. The _____ salesperson is usually not compensated on the basis of the orders obtained, but receives recognition for indirectly increasing sales.
detail 42

34. A _____ _____ works for the manufacturer. This salesperson must have detailed and precise technical knowledge.
sales engineer 42

35. Convention center sales managers, investment securities brokers, and real estate salespeople all have one thing in common—they sell a _____.
service 38-39

Short Answer

36. List and describe the four major employment settings for sales personnel. 38-43

Selling for a retailer - Retailers sell to the final consumer, so final consumer goods such as vehicles, apparel, appliances, furniture, and personal computers fit this category.

Selling for a wholesaler - Wholesalers employ over a million salespeople in the United States. Responsibilities of wholesale salespeople might include determining and granting credit, maintaining inventories, and helping with promotional activities.

Selling for a manufacturer - These are highly technical sales. The category includes sales engineers, “detail” salespeople, field sales representatives, and inside salespeople.

Selling a service - This includes hotel and convention center services, financial services, advertising sales, business services, real estate, and insurance.

37. List the four sources of sales training. 44

1. Corporate-sponsored training.
2. Training provided by commercial vendors.
3. Certification programs.
4. College and University coursework.

Matching

For each descriptive phrase or statement in Group A, select the most appropriate answer from the items listed in Group B.

Group A

38. Selling newspaper advertising.

D 39

39. Major companies using this type of selling include Allstate, Mutual of Omaha, and Prudential.

D 39

40. The growing number of seminars, conferences, and business meetings creates new sales positions in this career setting.

D 39

41. In this employment setting, you might see such diverse products as personal computers, major appliances, and fashion apparel.

A 40

42. Sales in this employment setting include highly technical industrial products.

C 42

43. In this setting, a detail salesperson may call on customers to help improve the firm’s marketing efforts.

C 42

44. Persons working in this employment setting might benefit from the completion of the American Gem Society Certificate program.

A 40

45. In this setting, employment may require an engineering degree.

C 42

46. Joan Gerberding sells advertising for Nassau Media Partners, so she sells in this area.

D 38

47. Well-trained salespeople in this classification can add value to the traditional shopping experience.

A 41

48. A large number of inside salespeople are employed in this field.

B 41

49. Major companies using this type of selling include Hyatt Regency and Marriott Corporation.

D 39

50. People who purchase advertising come into contact with salespeople in this industry.

D 38-39

51. In this employment setting, detail salespeople develop goodwill and stimulate demand.

C 42

52. Selling exotic foreign automobiles

A 40

53. Customers in this employment setting may be seeking financial planning advice.

D 38

Group B

A. retail selling

B. wholesale selling

C. manufacturer selling

D. service selling