

Student: _____

1. In the opening profile, Lauren Bearden states, "building trust is the key to earning the right to act as a consultant to clients, which brings value and differentiates a salesperson among the competition."
True False
2. In the opening profile, Lauren Bearden admits to having committed, "word vomit" in her first sales role playing exercise. She explains word vomit is the practice of getting customers to memorize too many key phrases from her sales presentation.
True False
3. Integrated marketing communications focuses on coordinating video with radio advertising.
True False
4. Six Sigma selling programs are designed to reduce and eliminate errors in the selling system.
True False
5. A firm's products move from the manufacturer to the final user through a series of institutions called a production network.
True False
6. Normally, missionary salespeople and local distributor salespeople for the same firm are intensively competitive with each other as each strives to take business away from the other.
True False
7. As a missionary salesperson, Joshua represents a large drug manufacturer and calls on physicians to explain the benefits to them of prescribing his firm's products for their patients.
True False
8. Selling capital goods to manufacturers is much easier than selling concert tickets for top name musical groups to consumers.
True False
9. After almost a century of research, scholars have finally identified a definitive profile of the personality characteristics of the ideal salesperson.
True False
10. European customers place more emphasis on the rapport developed with a salesperson, whereas U.S. firms look more at the size and reputation of the salesperson's company.
True False
11. As a field salesperson, Sheila schedules her sales calls, decides when she will do her paperwork, and, for the most part, controls her own time, and operates much like an independent entrepreneur.
True False
12. Because Pam sells oil-drilling equipment for Oil Field Technologies, and Harold is a salesperson at Dillard's department store, Harold will most likely earn more per year than Pam.
True False
13. In the opening profile, Lauren Bearden states that _____ is/are the key to earning the right to act as a consultant to her clients.
 - A. visibility
 - B. accessibility
 - C. superior products
 - D. building trust
 - E. price

14. Because more and more customers are demanding 24/7 service, selling firms need:
 - A. to schedule sales people's work hours in 24 hour blocks.
 - B. to be available 24 hours a day, seven days a week.
 - C. more salespeople.
 - D. greater integrated marketing communications.
 - E. all of these

15. The text defines personal selling as a business activity involving a person-to-person communication process during which a seller:
 - A. promotes the success of their products to gain the sale.
 - B. focuses on the short-term profit of the seller and the long-term value to the customer.
 - C. uncovers and satisfies the needs of a buyer to the mutual long-term benefit of both parties.
 - D. uses economic adaptive learning to address the macro financial needs of the customer.
 - E. sacrifices the satisfaction needs of employers and employees to create value for the customer.

16. Personal selling includes all of the following EXCEPT:
 - A. credit analysis.
 - B. building relationships with customers.
 - C. offering information.
 - D. helping customers identify problems.
 - E. after-the-sale service.

17. Ryan is trying to dispel the myth the role of sales people is to "sell refrigerators to Eskimos." He tells his salespeople that they need to be a customer-centric organization that helps customers:
 - A. identify problems.
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 - D. by making the customer the center of their efforts.
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18. Valerie's goal as a sales rep is to add _____, which is the total benefit that her company's products and services provide to the buyer.
 - A. creativity
 - B. relationships
 - C. mission-driven maximization
 - D. value
 - E. go-to-market success

19. Which of the following statements most describes someone engaged in personal selling?
 - A. The governor directs the state's legislature to enact a law that provides more legal protection for abused children.
 - B. Jackson's parents loan him \$1,000 to repair his car.
 - C. A mother removes her children for misbehaving at the restaurant.
 - D. Vivian interviews for a job she really wants.
 - E. Your professor gives you a choice of essay or multiple choice questions.

20. In "What I wish salespeople who call on me knew" U.S. Navy procurement officer N.C. McCahill wishes salespeople would not:
 - A. drop by to just say hello.
 - B. ask how their bid compares to other bids that have been submitted.
 - C. try to buy me lunch.
 - D. tell me how bad the competition is.
 - E. all of the above

21. Gwen is considering how to sell her new product. She is considering Internet sales, hiring sales reps, using a manufacturer's rep, and several other options. Gwen is considering her:
- multi-channel mission.
 - go-to-market strategies.
 - customer-centric circle.
 - lifetime marketing value.
 - emotional versus intellectual challenge.
22. Sandra has decided to hire her own sales force as the sole method of marketing her products. She has decided to use a _____ strategy.
- public relations
 - customer value
 - sales-force intensive
 - missionary
 - all of these
23. The primary vehicle for providing unpaid personal communications to customers is:
- publicity.
 - print advertising.
 - word of mouth.
 - broadcast advertising.
 - the salesperson.
24. One of the advantages of personal selling is it is the most _____ method used to communicate with customers.
- creditable
 - controlled
 - desirable
 - defensive
 - flexible
25. The reason information supplied through publicity is usually considered to be more credible than information supplied by a salesperson is:
- salespeople are considered unethical.
 - the information is communicated by sources perceived to be independent.
 - information communicated by salespeople can be changed to fit the situation.
 - publicity costs more than personal selling.
 - organizations have more control over when information is disseminated through publicity.
26. Even though personal selling is the most expensive method of communication on a per person reached basis, businesses continue to use personal selling because of advantages in:
- flexibility and control.
 - cost.
 - credibility.
 - efficiency.
 - referral.
27. To promote their products, Valerie's firm has always depended solely on advertising in the local newspaper and occasional direct mail programs. Valerie suggests using integrated marketing communications because:
- no single communication vehicle is free of weaknesses.
 - all organizations are doing so.
 - a sustainable competitive advantage can only be derived from alternative advertising.
 - it will lengthen their channels of distribution.
 - it will serve as a competitive intelligence tool.

28. Advance Machine Company makes industrial-strength floor cleaning equipment. In support of its sales force, it ran ads in trade journals aimed at supermarkets, entertainment venues, educational institutions, and other places that have a lot of foot traffic. It created an Internet website for customers to come and look at what type of products it sold. It set up a toll free number for clients to call and created a direct marketing piece that offered discounts and rebates on orders. Advance Machine Company used:
- dyadic communication to reach its potential customers.
 - feedback to qualify leads.
 - integrated marketing communications.
 - a decentralized promotions organization.
 - any means possible to circumvent its sales force.
29. Integrated marketing communications is a program to coordinate all of the following marketing efforts EXCEPT:
- personal selling.
 - advertising.
 - sales promotion.
 - word-of-mouth.
 - production.
30. When Disney Company releases a new movie, they usually advertise on television, give out sales promotion items at fast-food restaurants, create a website for the film, hold special showings of the movie, and encourage people to talk about the movie. This coordination of all these efforts is called:
- generative marketing.
 - tactical marketing.
 - integrated marketing communications.
 - the marketing concept.
 - relationship marketing.
31. From a buyer's perspective, value in a purchase decision equals:
- the cost of goods sold - the marketing margin.
 - the relative price + the absolute cost.
 - the marginal difference between asset price and cost of sales.
 - the benefits received - (the selling price + time and effort to purchase).
 - distribution benefits received - production costs.
32. Which of the following statements about how salespeople spend their time each week is true?
- Salespeople typically spend the least amount of time in an average week traveling and sitting in waiting areas.
 - Most of the selling done by salespeople today is done over the telephone.
 - Salespeople spend less than 2 hours per week on administrative tasks.
 - Salespeople spend more time performing administrative tasks, waiting and/or traveling, making service calls, and selling over the phone than in face-to-face selling.
 - None of these statements about how salespeople spend their time each week is true.
33. Alexandra has just returned from a sales training program focusing on eliminating errors in the selling process through attention to details and effective communication. Alexandra has just received _____ training.
- 24/7
 - Six Sigma
 - missionary sales
 - Go-To-Market
 - CRM

34. Jerry was Zip's Business Services top salesperson. He often sold as much as the rest of the sales staff. After many years, he left for a better offer with a competing firm. Many of Zip's customers moved with Jerry. This illustrates in relationship marketing that:
- A. companies control the flow of sales.
 - B. customers prefer loyal salespeople.
 - C. customers often have greater loyalty to salespeople than to the firms they represent.
 - D. companies need to pay salespeople more commission.
 - E. customers are unpredictable, requiring sales organizations to adjust strategies as environmental factors alter the marketing landscape.
35. It's early on a Friday morning, and before she goes out to see any of her customers, Ruth checks her company's database checking to make sure deliveries scheduled for some of her customers went out earlier in the week. This activity is a component of which sales activity?
- A. partnering
 - B. integrated communication
 - C. servicing customers
 - D. waiting
 - E. reporting
36. After making two major sales calls Jenneau spent time in her hotel room submitting information about the calls over the Internet to her company. Jenneau was providing information to her firm's:
- A. distribution channel efficacy system.
 - B. customer relationship management system.
 - C. business simulation system.
 - D. NAICS control center system.
 - E. situational management system.
37. The set of people and organizations responsible for the flow of products and services from producer to ultimate consumer is called a firm's:
- A. selling function.
 - B. sales channel.
 - C. marketing organization.
 - D. distribution channel.
 - E. sales organization.
38. _____ are employees who sell to a network of distributors.
- A. Distributor salespeople
 - B. Trade salespeople
 - C. Runners
 - D. Manufacturers' customer service representatives
 - E. Retail salespeople
39. Pacific Rim sells outdoor furniture, garden and patio accessories, baskets, floral arrangements, and pottery to retail garden nurseries. Its salespeople would be correctly called:
- A. distributor salespeople.
 - B. trade salespeople.
 - C. runners.
 - D. manufacturers' agents.
 - E. retail salespeople.
40. Laura works for Seminole Textiles. In her job, she calls on upholsterers, towel and sheet manufacturers and other customers of the Seminole distributors to encourage them to use more Seminole textiles (which they would order from their distributor, not directly from Seminole.) Laura is a:
- A. distributor rep.
 - B. trade salesperson.
 - C. missionary salesperson.
 - D. trade partner.
 - E. retail salesperson.

41. Missionary salespeople:
- A. work for retailers.
 - B. are an essential part of the consumer products distribution channel.
 - C. frequently call on people who influence a buying decision but who do not actually place the order.
 - D. only call on buyers.
 - E. are paid a commission for each sale they make.
42. Manufacturers' Representatives, Inc. (MRI) is an independent company that employs sales representatives to sell products from a number of producers. MRI's sales reps sell the products to wholesalers and retailers. MRI receives a commission from the producers for the products it sells. MRI is an example of a:
- A. manufacturers' agent.
 - B. selling agent.
 - C. missionary sales agency.
 - D. partnership selling strategy.
 - E. production agent.
43. Manufacturers' agents:
- A. actually take ownership of the products they sell.
 - B. are independent businesspeople.
 - C. are paid a monthly fee for their services.
 - D. typically call on people who may influence a sale and not those who actually place the order.
 - E. are accurately described by all of these
44. Which of the following statements about salesperson relationships with customers and prospects is true?
- A. Selling to new prospects requires the same skills as selling to existing customers.
 - B. Salespeople responsible for existing customers place more emphasis on selling products than on servicing and relationship building.
 - C. Rejection is an inevitable part of making initial contacts with potential customers.
 - D. To convince prospects to purchase a product they use regularly, salespeople need to be especially self-confident and aggressive.
 - E. none of these
45. The Frito-Lay salesperson who drives a truck to a store, checks the store's stock of Frito-Lay products, determines what the store needs and gets the manager's permission to place that stock in the store is a _____ salesperson.
- A. production
 - B. inside
 - C. missionary
 - D. manufacturer's industry service representative
 - E. field
46. Salespeople who spend most of their time selling their company's products in the customer's place of business are:
- A. missionary salespeople.
 - B. inside salespeople.
 - C. obsolete in the partnering era.
 - D. field salespeople.
 - E. none of these

47. Luis works for USAA, an insurance company headquartered in San Antonio. Luis is employed in the firm's telemarketing center where he answers customers' calls to the firm's 1-800 number about buying insurance. Luis is an example of a(n):
- A. inside salesperson.
 - B. production era salesperson.
 - C. field salesperson.
 - D. tangible product salesperson.
 - E. missionary salesperson.
48. Which of the following products would most likely be the hardest for a new salesperson to sell?
- A. photocopier machines
 - B. horse trailers
 - C. management consulting services
 - D. wooden building trusses
 - E. restaurant tablecloths
49. Frederica sells products to businesses which are purchased infrequently and usually involve a group making the purchase decision. Frederica sells:
- A. capital goods.
 - B. MRO supplies.
 - C. services.
 - D. retail products.
 - E. none of these
50. Betty checks her e-mail at 6 AM, returns messages and telephone calls from customers by 8 AM, meets with customers during the day and then processes sales at home in the evening. Betty displays the characteristic of successful salespeople of:
- A. always being honest with her customers.
 - B. being a "self-starter".
 - C. viewing her relationships with customers as a partnership.
 - D. adjusting her presentations to her customers as individuals.
 - E. being very perceptive.
51. A salesperson will find that he or she is called upon to use the greatest creativity when:
- A. selling to new prospects rather than present customers.
 - B. selling office furniture rather than business insurance.
 - C. receiving customer orders in the firm's telemarketing center rather than going to the customer's place of business.
 - D. selling repairs on a company's existing photocopying machine rather than persuading the firm to buy a new copier.
 - E. selling to consumers who are buying vegetables rather than a new home.
52. Opal is a salesperson for a wholesaler. There are many retailers in her territory and she says, "No two are alike. I must adjust my way of communicating to their different styles. Some are strictly business. Others like to talk about their families or sports before I discuss my company's products." Opal's approach illustrates which characteristic of a successful salesperson?
- A. ethical
 - B. flexibility
 - C. knowledge
 - D. dependability
 - E. motivation

53. Why does personal selling work better than other communications options available to firms selling in the business-to-business market?
- A. Personal selling employs more people in the U.S. than advertising.
 - B. Salespeople are able to tailor unique messages for each prospective buyer.
 - C. U.S. firms have become particularly adept at hiring "born" salespeople.
 - D. Personal selling is the most expensive form of promotion.
 - E. Salespeople are proficient in all aspects of new product development.
54. One of the advantages of personal selling as compared to advertising is:
- A. salespeople can be so closely supervised.
 - B. salespeople can become very persuasive since they give an identical sales presentation to so many different people.
 - C. salespeople can rely on puffery.
 - D. salespeople can change their message if they find their customers are losing interest.
 - E. salespeople are accurately described by all of these
55. Customers constantly consult with Kathy, Hump & Pack's sales representative, regarding installation problems, new product ideas, and other issues because she offers unique, imaginative ideas. Customers value Kathy's _____.
- A. honesty
 - B. emotional intelligence
 - C. discreetness
 - D. creativity
 - E. behavioral intellect
56. John, the dynamic sales manager at Pulverize Construction Company, often solicits the ideas of his salespeople. John also has been known to ridicule suggestions from his staff. John is hampering the flow of _____ in his organization.
- A. craftsmanship
 - B. creativity
 - C. character
 - D. charisma
 - E. charm
57. _____ is the ability to effectively understand and use one's own emotions and the emotions of people with whom one interacts.
- A. Emotional intelligence
 - B. Adaptive learning
 - C. Environmental awareness
 - D. Generative learning
 - E. Behavioral intelligence
58. When LeAnn called on a long-time customer, she realized that the man was upset and took the time to listen to his problem. She was able to sympathize with the customer's recent loss of a pet by using her:
- A. emotional intelligence.
 - B. adaptive learning.
 - C. environmental awareness.
 - D. generative learning.
 - E. behavioral intelligence.
59. Which of the following is NOT one of the aspects of emotional intelligence?
- A. knowing one's own feelings and emotions as they are experienced
 - B. controlling one's emotions to avoid acting impulsively
 - C. controlling customer's emotions to avoid conflict
 - D. recognizing customer's emotions
 - E. using one's emotions to interact effectively with customers

60. The skills required to be a successful salesperson:
- A. are associated with intellectual achievement.
 - B. can be learned.
 - C. are the focus of Six Sigma selling programs.
 - D. create a value proposition.
 - E. allow customer-centric production managers to become effective multi-channel distributors.
61. Over half of all sales positions in the United States are in _____ sales.
- A. real estate
 - B. insurance
 - C. retail
 - D. securities
 - E. manufacturer's rep
62. A person who _____ would probably find a career in sales attractive.
- A. wanted a nine-to-five job
 - B. wanted to work in an office
 - C. was not motivated by financial rewards
 - D. liked independence and was willing to take responsibility
 - E. did not like to take responsibility
63. Salespeople are like entrepreneurs because:
- A. they do not have to invest in themselves.
 - B. integrated marketing communications eliminates investment risk.
 - C. manufacturers trust salespeople to be corporate-centric.
 - D. of the unusual freedom and flexibility in doing their jobs.
64. The partnering landscape refers to understanding of the:
- A. knowledge and skills of selling.
 - B. nature, role, and rewards of selling.
 - C. the development process of selling.
 - D. formal negotiating techniques in selling.
 - E. sales manager's role in selling.
65. How is being customer-centric different from the stereotype image of salespeople?
66. Chapter 1 includes a cartoon showing a salesman selling refrigerators to Eskimos. What does this cartoon convey about selling?

73. What six factors are used to describe sales jobs?
74. How do field salespeople differ from inside salespeople?
75. In "Sorry, But I Disagree: You Should Hire This Person..." Heather Carr describes how she attempts to get a hiring manager to reconsider Heather's candidate for a position. What sales techniques does Heather use when the buyer disagrees with her recommendation?
76. List the four aspects of emotional intelligence.
77. How would you respond to the following statement? "I'm just going to have to take a sales job until I find a more interesting and more promising career opportunity."
78. Relative to advertising, what is the major advantage and disadvantage of personal selling?

79. Relative to publicity, what are the major advantages and disadvantages of personal selling?
80. On average, salespeople spend less than 35 percent of their time in face-to-face meeting with customers and prospects. What are they doing with the rest of their time?
81. What does it mean to say salespeople are account team managers?
82. What is the role of missionary salespeople?
83. What are manufacturer's agents?
84. What factors influence the type of sales jobs?

85. As a sales job category, what tasks do missionary salespeople perform?
86. Describe the personality profile for the ideal salesperson.
87. Which ability was Bernice demonstrating when she realized that her long-time customer needed to discuss problems with a hospitalized son rather than listen to her new sales presentation?
88. What sales situations require greater creativity?
89. What influences the financial rewards in selling?

1 Key

1. In the opening profile, Lauren Bearden states, "building trust is the key to earning the right to act as a consultant to clients, which brings value and differentiates a salesperson among the competition."
(p. 3) **TRUE**
*Castleberry - Chapter 01 #1
Difficulty: Hard*
2. In the opening profile, Lauren Bearden admits to having committed, "word vomit" in her first sales role playing exercise. She explains word vomit is the practice of getting customers to memorize too many key phrases from her sales presentation.
(p. 3) **FALSE**
*Castleberry - Chapter 01 #2
Difficulty: Hard*
3. Integrated marketing communications focuses on coordinating video with radio advertising.
(p. 8) **FALSE**
*Castleberry - Chapter 01 #3
Difficulty: Easy*
4. Six Sigma selling programs are designed to reduce and eliminate errors in the selling system.
(p. 10) **TRUE**
*Castleberry - Chapter 01 #4
Difficulty: Hard*
5. A firm's products move from the manufacturer to the final user through a series of institutions called a production network.
(p. 12) **FALSE**
*Castleberry - Chapter 01 #5
Difficulty: Medium*
6. Normally, missionary salespeople and local distributor salespeople for the same firm are intensively competitive with each other as each strives to take business away from the other.
(p. 12) **FALSE**
*Castleberry - Chapter 01 #6
Difficulty: Medium*
7. As a missionary salesperson, Joshua represents a large drug manufacturer and calls on physicians to explain the benefits to them of prescribing his firm's products for their patients.
(p. 12) **TRUE**
*Castleberry - Chapter 01 #7
Difficulty: Medium*
8. Selling capital goods to manufacturers is much easier than selling concert tickets for top name musical groups to consumers.
(p. 12) **FALSE**
*Castleberry - Chapter 01 #8
Difficulty: Easy*
9. After almost a century of research, scholars have finally identified a definitive profile of the personality characteristics of the ideal salesperson.
(p. 17) **FALSE**
*Castleberry - Chapter 01 #9
Difficulty: Easy*
10. European customers place more emphasis on the rapport developed with a salesperson, whereas U.S. firms look more at the size and reputation of the salesperson's company.
(p. 19) **TRUE**
*Castleberry - Chapter 01 #10
Difficulty: Medium*

11. As a field salesperson, Sheila schedules her sales calls, decides when she will do her paperwork, and, for the most part, controls her own time, and operates much like an independent entrepreneur.
TRUE
- Castleberry - Chapter 01 #11
Difficulty: Easy*
12. Because Pam sells oil-drilling equipment for Oil Field Technologies, and Harold is a salesperson at Dillard's department store, Harold will most likely earn more per year than Pam.
FALSE
- Castleberry - Chapter 01 #12
Difficulty: Medium*
13. In the opening profile, Lauren Bearden states that _____ is/are the key to earning the right to act as a consultant to her clients.
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B. accessibility
C. superior products
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14. Because more and more customers are demanding 24/7 service, selling firms need:
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D. uses economic adaptive learning to address the macro financial needs of the customer.
E. sacrifices the satisfaction needs of employers and employees to create value for the customer.
- Castleberry - Chapter 01 #15
Difficulty: Medium*
16. Personal selling includes all of the following EXCEPT:
A. **A.** credit analysis.
B. building relationships with customers.
C. offering information.
D. helping customers identify problems.
E. after-the-sale service.
- Castleberry - Chapter 01 #16
Difficulty: Easy*
17. Ryan is trying to dispel the myth the role of sales people is to "sell refrigerators to Eskimos." He tells his salespeople that they need to be a customer-centric organization that helps customers:
A. identify problems.
B. find information to about potential solutions.
C. by providing after-the-sale service.
D. by making the customer the center of their efforts.
E. all of these
- Castleberry - Chapter 01 #17
Difficulty: Easy*

18. Valerie's goal as a sales rep is to add _____, which is the total benefit that her company's products and services provide to the buyer.
(p. 5)
- A. creativity
 - B. relationships
 - C. mission-driven maximization
 - D. value**
 - E. go-to-market success

Castleberry - Chapter 01 #18
Difficulty: Easy

19. Which of the following statements most describes someone engaged in personal selling?
(p. 5-6)
- A. The governor directs the state's legislature to enact a law that provides more legal protection for abused children.
 - B. Jackson's parents loan him \$1,000 to repair his car.
 - C. A mother removes her children for misbehaving at the restaurant.
 - D. Vivian interviews for a job she really wants.**
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Castleberry - Chapter 01 #19
Difficulty: Medium

20. In "What I wish salespeople who call on me knew" U.S. Navy procurement officer N.C. McCahill wishes salespeople would not:
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- A. drop by to just say hello.
 - B. ask how their bid compares to other bids that have been submitted.
 - C. try to buy me lunch.
 - D. tell me how bad the competition is.
 - E. all of the above**

Castleberry - Chapter 01 #20
Difficulty: Hard

21. Gwen is considering how to sell her new product. She is considering Internet sales, hiring sales reps, using a manufacturer's rep, and several other options. Gwen is considering her:
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- A. multi-channel mission.
 - B. go-to-market strategies.**
 - C. customer-centric circle.
 - D. lifetime marketing value.
 - E. emotional versus intellectual challenge.

Castleberry - Chapter 01 #21
Difficulty: Medium

22. Sandra has decided to hire her own sales force as the sole method of marketing her products. She has decided to use a _____ strategy.
(p. 7)
- A. public relations
 - B. customer value
 - C. sales-force intensive**
 - D. missionary
 - E. all of these

Castleberry - Chapter 01 #22
Difficulty: Easy

23. The primary vehicle for providing unpaid personal communications to customers is:
(p. 8)
- A. publicity.
 - B. print advertising.
 - C. word of mouth.**
 - D. broadcast advertising.
 - E. the salesperson.

Castleberry - Chapter 01 #23
Difficulty: Easy

24. One of the advantages of personal selling is it is the most _____ method used to communicate with customers.
(p. 8)
- A. creditable
 - B. controlled
 - C. desirable
 - D. defensive
 - E. flexible**

Castleberry - Chapter 01 #24
Difficulty: Easy

25. The reason information supplied through publicity is usually considered to be more credible than information supplied by a salesperson is:
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- A. salespeople are considered unethical.
 - B. the information is communicated by sources perceived to be independent.**
 - C. information communicated by salespeople can be changed to fit the situation.
 - D. publicity costs more than personal selling.
 - E. organizations have more control over when information is disseminated through publicity.

Castleberry - Chapter 01 #25
Difficulty: Easy

26. Even though personal selling is the most expensive method of communication on a per person reached basis, businesses continue to use personal selling because of advantages in:
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- A. flexibility and control.**
 - B. cost.
 - C. credibility.
 - D. efficiency.
 - E. referral.

Castleberry - Chapter 01 #26
Difficulty: Easy

27. To promote their products, Valerie's firm has always depended solely on advertising in the local newspaper and occasional direct mail programs. Valerie suggests using integrated marketing communications because:
(p. 8)
- A. no single communication vehicle is free of weaknesses.**
 - B. all organizations are doing so.
 - C. a sustainable competitive advantage can only be derived from alternative advertising.
 - D. it will lengthen their channels of distribution.
 - E. it will serve as a competitive intelligence tool.

Castleberry - Chapter 01 #27
Difficulty: Medium

28. Advance Machine Company makes industrial-strength floor cleaning equipment. In support of its sales force, it ran ads in trade journals aimed at supermarkets, entertainment venues, educational institutions, and other places that have a lot of foot traffic. It created an Internet website for customers to come and look at what type of products it sold. It set up a toll free number for clients to call and created a direct marketing piece that offered discounts and rebates on orders. Advance Machine Company used:
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- A. dyadic communication to reach its potential customers.
 - B. feedback to qualify leads.
 - C. integrated marketing communications.**
 - D. a decentralized promotions organization.
 - E. any means possible to circumvent its sales force.

Castleberry - Chapter 01 #28
Difficulty: Medium

29. Integrated marketing communications is a program to coordinate all of the following marketing efforts EXCEPT:
(p. 8)
- A. personal selling.
 - B. advertising.
 - C. sales promotion.
 - D. word-of-mouth.
 - E.** production.

Castleberry - Chapter 01 #29
Difficulty: Easy

30. When Disney Company releases a new movie, they usually advertise on television, give out sales promotion items at fast-food restaurants, create a website for the film, hold special showings of the movie, and encourage people to talk about the movie. This coordination of all these efforts is called:
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- A. generative marketing.
 - B. tactical marketing.
 - C.** integrated marketing communications.
 - D. the marketing concept.
 - E. relationship marketing.

Castleberry - Chapter 01 #30
Difficulty: Medium

31. From a buyer's perspective, value in a purchase decision equals:
(p. 9)
- A. the cost of goods sold - the marketing margin.
 - B. the relative price + the absolute cost.
 - C. the marginal difference between asset price and cost of sales.
 - D.** the benefits received - (the selling price + time and effort to purchase).
 - E. distribution benefits received - production costs.

Castleberry - Chapter 01 #31
Difficulty: Medium

32. Which of the following statements about how salespeople spend their time each week is true?
(p. 9)
- A. Salespeople typically spend the least amount of time in an average week traveling and sitting in waiting areas.
 - B. Most of the selling done by salespeople today is done over the telephone.
 - C. Salespeople spend less than 2 hours per week on administrative tasks.
 - D.** Salespeople spend more time performing administrative tasks, waiting and/or traveling, making service calls, and selling over the phone than in face-to-face selling.
 - E. None of these statements about how salespeople spend their time each week is true.

Castleberry - Chapter 01 #32
Difficulty: Medium

33. Alexandra has just returned from a sales training program focusing on eliminating errors in the selling process through attention to details and effective communication. Alexandra has just received _____ training.
(p. 10)
- A. 24/7
 - B.** Six Sigma
 - C. missionary sales
 - D. Go-To-Market
 - E. CRM

Castleberry - Chapter 01 #33
Difficulty: Medium

34. Jerry was Zip's Business Services top salesperson. He often sold as much as the rest of the sales staff. After many years, he left for a better offer with a competing firm. Many of Zip's customers moved with Jerry. This illustrates in relationship marketing that:
- A. companies control the flow of sales.
 - B. customers prefer loyal salespeople.
 - C.** customers often have greater loyalty to salespeople than to the firms they represent.
 - D. companies need to pay salespeople more commission.
 - E. customers are unpredictable, requiring sales organizations to adjust strategies as environmental factors alter the marketing landscape.

Castleberry - Chapter 01 #34
Difficulty: Medium

35. It's early on a Friday morning, and before she goes out to see any of her customers, Ruth checks her company's database checking to make sure deliveries scheduled for some of her customers went out earlier in the week. This activity is a component of which sales activity?
- A. partnering
 - B. integrated communication
 - C.** servicing customers
 - D. waiting
 - E. reporting

Castleberry - Chapter 01 #35
Difficulty: Medium

36. After making two major sales calls Jenneau spent time in her hotel room submitting information about the calls over the Internet to her company. Jenneau was providing information to her firm's:
- A. distribution channel efficacy system.
 - B.** customer relationship management system.
 - C. business simulation system.
 - D. NAICS control center system.
 - E. situational management system.

Castleberry - Chapter 01 #36
Difficulty: Medium

37. The set of people and organizations responsible for the flow of products and services from producer to ultimate consumer is called a firm's:
- A. selling function.
 - B. sales channel.
 - C. marketing organization.
 - D.** distribution channel.
 - E. sales organization.

Castleberry - Chapter 01 #37
Difficulty: Medium

38. _____ are employees who sell to a network of distributors.
- A. Distributor salespeople
 - B.** Trade salespeople
 - C. Runners
 - D. Manufacturers' customer service representatives
 - E. Retail salespeople

Castleberry - Chapter 01 #38
Difficulty: Medium

39. Pacific Rim sells outdoor furniture, garden and patio accessories, baskets, floral arrangements, and pottery to retail garden nurseries. Its salespeople would be correctly called:
- A. distributor salespeople.
 - B.** trade salespeople.
 - C. runners.
 - D. manufacturers' agents.
 - E. retail salespeople.

Castleberry - Chapter 01 #39
Difficulty: Medium

40. Laura works for Seminole Textiles. In her job, she calls on upholsterers, towel and sheet manufacturers and other customers of the Seminole distributors to encourage them to use more Seminole textiles (which they would order from their distributor, not directly from Seminole.) Laura is a:
- A. distributor rep.
 - B. trade salesperson.
 - C.** missionary salesperson.
 - D. trade partner.
 - E. retail salesperson.

Castleberry - Chapter 01 #40
Difficulty: Easy

41. Missionary salespeople:
- A. work for retailers.
 - B. are an essential part of the consumer products distribution channel.
 - C.** frequently call on people who influence a buying decision but who do not actually place the order.
 - D. only call on buyers.
 - E. are paid a commission for each sale they make.

Castleberry - Chapter 01 #41
Difficulty: Easy

42. Manufacturers' Representatives, Inc. (MRI) is an independent company that employs sales representatives to sell products from a number of producers. MRI's sales reps sell the products to wholesalers and retailers. MRI receives a commission from the producers for the products it sells. MRI is an example of a:
- A.** manufacturers' agent.
 - B. selling agent.
 - C. missionary sales agency.
 - D. partnership selling strategy.
 - E. production agent.

Castleberry - Chapter 01 #42
Difficulty: Hard

43. Manufacturers' agents:
- A. actually take ownership of the products they sell.
 - B.** are independent businesspeople.
 - C. are paid a monthly fee for their services.
 - D. typically call on people who may influence a sale and not those who actually place the order.
 - E. are accurately described by all of these

Castleberry - Chapter 01 #43
Difficulty: Easy

44. Which of the following statements about salesperson relationships with customers and prospects is true?
- A. Selling to new prospects requires the same skills as selling to existing customers.
 - B. Salespeople responsible for existing customers place more emphasis on selling products than on servicing and relationship building.
 - C.** Rejection is an inevitable part of making initial contacts with potential customers.
 - D. To convince prospects to purchase a product they use regularly, salespeople need to be especially self-confident and aggressive.
 - E. none of these

Castleberry - Chapter 01 #44
Difficulty: Hard

45. (p. 15) The Frito-Lay salesperson who drives a truck to a store, checks the store's stock of Frito-Lay products, determines what the store needs and gets the manager's permission to place that stock in the store is a _____ salesperson.
- A. production
 - B. inside
 - C. missionary
 - D. manufacturer's industry service representative
 - E. field**

Castleberry - Chapter 01 #45
Difficulty: Easy

46. (p. 15) Salespeople who spend most of their time selling their company's products in the customer's place of business are:
- A. missionary salespeople.
 - B. inside salespeople.
 - C. obsolete in the partnering era.
 - D. field salespeople.**
 - E. none of these

Castleberry - Chapter 01 #46
Difficulty: Easy

47. (p. 15) Luis works for USAA, an insurance company headquartered in San Antonio. Luis is employed in the firm's telemarketing center where he answers customers' calls to the firm's 1-800 number about buying insurance. Luis is an example of a(n):
- A. inside salesperson.**
 - B. production era salesperson.
 - C. field salesperson.
 - D. tangible product salesperson.
 - E. missionary salesperson.

Castleberry - Chapter 01 #47
Difficulty: Easy

48. (p. 16) Which of the following products would most likely be the hardest for a new salesperson to sell?
- A. photocopy machines
 - B. horse trailers
 - C. management consulting services**
 - D. wooden building trusses
 - E. restaurant tablecloths

Castleberry - Chapter 01 #48
Difficulty: Easy

49. (p. 16) Frederica sells products to businesses which are purchased infrequently and usually involve a group making the purchase decision. Frederica sells:
- A. capital goods.**
 - B. MRO supplies.
 - C. services.
 - D. retail products.
 - E. none of these

Castleberry - Chapter 01 #49
Difficulty: Easy

50. (p. 18) Betty checks her e-mail at 6 AM, returns messages and telephone calls from customers by 8 AM, meets with customers during the day and then processes sales at home in the evening. Betty displays the characteristic of successful salespeople of:
- A. always being honest with her customers.
 - B. being a "self-starter".**
 - C. viewing her relationships with customers as a partnership.
 - D. adjusting her presentations to her customers as individuals.
 - E. being very perceptive.

Castleberry - Chapter 01 #50
Difficulty: Medium

51. A salesperson will find that he or she is called upon to use the greatest creativity when:
(p. 19) **A.** selling to new prospects rather than present customers.
B. selling office furniture rather than business insurance.
C. receiving customer orders in the firm's telemarketing center rather than going to the customer's place of business.
D. selling repairs on a company's existing photocopying machine rather than persuading the firm to buy a new copier.
E. selling to consumers who are buying vegetables rather than a new home.

Castleberry - Chapter 01 #51
Difficulty: Hard

52. Opal is a salesperson for a wholesaler. There are many retailers in her territory and she says, "No two are alike. I must adjust my way of communicating to their different styles. Some are strictly business. Others like to talk about their families or sports before I discuss my company's products." Opal's approach illustrates which characteristic of a successful salesperson?
(p. 19) **B.** flexibility
A. ethical
C. knowledge
D. dependability
E. motivation

Castleberry - Chapter 01 #52
Difficulty: Medium

53. Why does personal selling work better than other communications options available to firms selling in the business-to-business market?
(p. 19) **B.** Salespeople are able to tailor unique messages for each prospective buyer.
A. Personal selling employs more people in the U.S. than advertising.
C. U.S. firms have become particularly adept at hiring "born" salespeople.
D. Personal selling is the most expensive form of promotion.
E. Salespeople are proficient in all aspects of new product development.

Castleberry - Chapter 01 #53
Difficulty: Hard

54. One of the advantages of personal selling as compared to advertising is:
(p. 19) **D.** salespeople can change their message if they find their customers are losing interest.
A. salespeople can be so closely supervised.
B. salespeople can become very persuasive since they give an identical sales presentation to so many different people.
C. salespeople can rely on puffery.
E. salespeople are accurately described by all of these

Castleberry - Chapter 01 #54
Difficulty: Medium

55. Customers constantly consult with Kathy, Hump & Pack's sales representative, regarding installation problems, new product ideas, and other issues because she offers unique, imaginative ideas. Customers value Kathy's _____.
(p. 19) **D.** creativity
A. honesty
B. emotional intelligence
C. discreetness
E. behavioral intellect

Castleberry - Chapter 01 #55
Difficulty: Medium

56. John, the dynamic sales manager at Pulverize Construction Company, often solicits the ideas of his salespeople. John also has been known to ridicule suggestions from his staff. John is hampering the flow of _____ in his organization.
- A. craftsmanship
 - B. creativity**
 - C. character
 - D. charisma
 - E. charm

Castleberry - Chapter 01 #56
Difficulty: Easy

57. _____ is the ability to effectively understand and use one's own emotions and the emotions of people with whom one interacts.
- A. Emotional intelligence**
 - B. Adaptive learning
 - C. Environmental awareness
 - D. Generative learning
 - E. Behavioral intelligence

Castleberry - Chapter 01 #57
Difficulty: Easy

58. When LeAnn called on a long-time customer, she realized that the man was upset and took the time to listen to his problem. She was able to sympathize with the customer's recent loss of a pet by using her:
- A. emotional intelligence.**
 - B. adaptive learning.
 - C. environmental awareness.
 - D. generative learning.
 - E. behavioral intelligence.

Castleberry - Chapter 01 #58
Difficulty: Medium

59. Which of the following is NOT one of the aspects of emotional intelligence?
- A. knowing one's own feelings and emotions as they are experienced
 - B. controlling one's emotions to avoid acting impulsively
 - C. controlling customer's emotions to avoid conflict**
 - D. recognizing customer's emotions
 - E. using one's emotions to interact effectively with customers

Castleberry - Chapter 01 #59
Difficulty: Medium

60. The skills required to be a successful salesperson:
- A. are associated with intellectual achievement.
 - B. can be learned.**
 - C. are the focus of Six Sigma selling programs.
 - D. create a value proposition.
 - E. allow customer-centric production managers to become effective multi-channel distributors.

Castleberry - Chapter 01 #60
Difficulty: Easy

61. Over half of all sales positions in the United States are in _____ sales.
- A. real estate
 - B. insurance
 - C. retail**
 - D. securities
 - E. manufacturer's rep

Castleberry - Chapter 01 #61
Difficulty: Easy

62. A person who _____ would probably find a career in sales attractive.
(p. 20)
- A. wanted a nine-to-five job
 - B. wanted to work in an office
 - C. was not motivated by financial rewards
 - D. liked independence and was willing to take responsibility**
 - E. did not like to take responsibility

Castleberry - Chapter 01 #62
Difficulty: Easy

63. Salespeople are like entrepreneurs because:
(p. 21)
- A. they do not have to invest in themselves.
 - B. integrated marketing communications eliminates investment risk.
 - C. manufacturers trust salespeople to be corporate-centric.
 - D. of the unusual freedom and flexibility in doing their jobs.**

Castleberry - Chapter 01 #63
Difficulty: Easy

64. The partnering landscape refers to understanding of the:
(p. 22)
- A. knowledge and skills of selling.
 - B. nature, role, and rewards of selling.**
 - C. the development process of selling.
 - D. formal negotiating techniques in selling.
 - E. sales manager's role in selling.

Castleberry - Chapter 01 #64
Difficulty: Easy

65. How is being customer-centric different from the stereotype image of salespeople?
(p. 5)

Customer-centric means making the customer the center of everything the selling firm does. The stereotypical image of salespeople is one of fast-talking, non-listening, pushy people whose major concern is getting the sale.

Castleberry - Chapter 01 #65
Difficulty: Medium

66. Chapter 1 includes a cartoon showing a salesman selling refrigerators to Eskimos. What does this cartoon convey about selling?
(p. 4)

The cartoon illustrates the common perception of salespeople as fast-talking, non-listening, pushy people who do not care about the needs of their customers and are only interested in making the sale. Selling is a profession but does suffer from an image problem. The cartoon also illustrates transaction rather than relationship selling.

Castleberry - Chapter 01 #66
Difficulty: Easy

67. Compare personal selling with other marketing communications methods in terms of control, flexibility, credibility, and cost.
(p. 9)

Personal selling provides greater control and flexibility than advertising, publicity or word-of-mouth. It has greater credibility than advertising but not as much as publicity or word-of-mouth. Personal selling is expensive, more expensive than the other communication methods.

Castleberry - Chapter 01 #67
Difficulty: Hard

68. Why do companies spend money on personal selling when there are so many less expensive alternatives?
(p. 8-9)

The higher cost of personal selling is justified by its greater effectiveness. Personal selling works better than any other communication vehicle because salespeople are able to develop a unique message for each customer.

*Castleberry - Chapter 01 #68
Difficulty: Easy*

69. Why do many organizations use integrated marketing communications?
(p. 8)

Organizations use IMC because all communication vehicles have a weakness. IMC allows organizations to coordinate the use of various vehicles to maximize the impact of the total program on customers.

*Castleberry - Chapter 01 #69
Difficulty: Medium*

70. How is value measured for sellers and buyers?
(p. 9)

For a seller value or profit would be the sales price minus the cost of goods sold plus selling costs. For a buyer, value would be calculated as benefits received minus the price paid plus the time and effort involved in the purchase.

*Castleberry - Chapter 01 #70
Difficulty: Hard*

71. Respond to the statement, "salespeople are just order takers."
(p. 9-10)

Most successful salespeople are more than just order takers. Even in sales environments where order taking is the primary function, salespeople who are creative, coming up with new solutions, ideas, and problem solving, are going to be more successful than those who do not think creatively.

*Castleberry - Chapter 01 #71
Difficulty: Medium*

72. Stephanie is asked to create a customer relationship management system for your company. What information will she include in the system typically provided by salespeople?
(p. 11)

Salespeople typically provide information about expenses, calls made, future calls scheduled, sales forecasts, competitor activities, and customer complaints to their firm's CRM system.

*Castleberry - Chapter 01 #72
Difficulty: Hard*

73. What six factors are used to describe sales jobs?
(p. 14)

The six factors include:

1. The stage of the buyer-seller relationship
2. The salesperson's role
3. Importance of the customer's purchase decision
4. Location of salesperson-customer contact
5. The nature of the offering sold by the salesperson
6. The salesperson's role in securing customer commitment.

*Castleberry - Chapter 01 #73
Difficulty: Hard*

74. How do field salespeople differ from inside salespeople?
(p. 15)

Field salespeople spend considerable time in the customer's place of business interacting with the customer, oftentimes engaging in problem solving. Inside salespeople work at their employer's location and typically respond to customer-initiated requests.

*Castleberry - Chapter 01 #74
Difficulty: Medium*

75. In "Sorry, But I Disagree: You Should Hire This Person..." Heather Carr describes how she attempts to get a hiring manager to reconsider Heather's candidate for a position. What sales techniques does Heather use when the buyer disagrees with her recommendation?
(p. 15)

First, she asks questions to make sure she and the hiring manager agree on what qualities the firm needs in a candidate. Then, she will ask why the hiring manager thinks the candidate does not meet those needs. Sometimes she will ask the hiring manager to give her candidate another interview or ask them to test her candidate. Finally, she accepts the fact that not all of her candidates will get hired and tries to maintain a professional win-win relationship with the hiring manager.

*Castleberry - Chapter 01 #75
Difficulty: Hard*

76. List the four aspects of emotional intelligence.
(p. 25)

The four aspects are (1) knowing one's own feelings and emotions as they are experienced, (2) controlling one's emotions to avoid acting impulsively, (3) recognizing customers' emotions, and (4) using one's emotions to interact effectively with customers.

*Castleberry - Chapter 01 #76
Difficulty: Medium*

77. How would you respond to the following statement? "I'm just going to have to take a sales job until I find a more interesting and more promising career opportunity."
(p. 19-20)

Sales positions are challenging, exciting, and financially rewarding. They can provide the basis for promotion to management positions in a firm or for launching a new business.

*Castleberry - Chapter 01 #77
Difficulty: Easy*

78. Relative to advertising, what is the major advantage and disadvantage of personal selling?
(p. 7)

Greater flexibility is the major advantage. Greater cost is the major disadvantage.

*Castleberry - Chapter 01 #78
Difficulty: Hard*

79. Relative to publicity, what are the major advantages and disadvantages of personal selling?
(p. 7)

Greater control and flexibility are the major advantages. Lower credibility and higher costs are the major disadvantages.

*Castleberry - Chapter 01 #79
Difficulty: Hard*

80. On average, salespeople spend less than 35 percent of their time in face-to-face meeting with customers and prospects. What are they doing with the rest of their time?
(p. 8)

Servicing accounts, travel, administrative tasks, other selling contacts.

*Castleberry - Chapter 01 #80
Difficulty: Medium*

81. What does it mean to say salespeople are account team managers?
(p. 11)

Salespeople coordinate the activities within their firm to solve customer's problems.

*Castleberry - Chapter 01 #81
Difficulty: Medium*

82. What is the role of missionary salespeople?
(p. 12)

Missionary salespeople promote the manufacturer's products but do not make sales.

*Castleberry - Chapter 01 #82
Difficulty: Medium*

83. What are manufacturer's agents?
(p. 14)

Independent businesspeople who are paid on a commission basis and do not own the products they sell. They sell products and take orders, which are transmitted to the manufacturer.

*Castleberry - Chapter 01 #83
Difficulty: Easy*

84. What factors influence the type of sales jobs?
(p. 15)

The stage of the customer-firm relationship, the salesperson's role, importance of the purchase decision, location of the contact, nature of the offerings of the firm, and salesperson's role in securing customer commitment.

*Castleberry - Chapter 01 #84
Difficulty: Hard*

85. As a sales job category, what tasks do missionary salespeople perform?
(p. 12)

Missionary salespeople promote; they do not sell.

*Castleberry - Chapter 01 #85
Difficulty: Medium*

86. Describe the personality profile for the ideal salesperson.
(p. 16)

There is no such profile, but successful salespeople are hard workers and smart workers. They are highly motivated, dependable, ethical, knowledgeable, good communicators, flexible, creative, and emotionally intelligent.

*Castleberry - Chapter 01 #86
Difficulty: Medium*

87. Which ability was Bernice demonstrating when she realized that her long-time customer needed to discuss problems with a hospitalized son rather than listen to her new sales presentation?
(p. 19)

Emotional intelligence (empathy)

*Castleberry - Chapter 01 #87
Difficulty: Medium*

88. What sales situations require greater creativity?
(p. 19)

New customers, new solutions, high importance customer decisions, field selling, services, and situations where the salesperson has a significant role in securing the customer commitment.

*Castleberry - Chapter 01 #88
Difficulty: Hard*

89. What influences the financial rewards in selling?
(p. 22)

The rewards depend on the level of skill and sophistication needed to do the job.

*Castleberry - Chapter 01 #89
Difficulty: Medium*

1 Summary

<u>Category</u>	<u># of Question</u>
Castleberry - Chapter 01	89
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