

Student: _____

1. The Internet is replacing salespeople.
True False
2. Many salespeople use the Internet to help generate leads.
True False
3. Organizational buyers are now using more sources of supply than they did in earlier years.
True False
4. Today, buyers purchase more from foreign suppliers than they have in the past.
True False
5. Most sales jobs are extremely similar in their scope of activities and responsibilities.
True False
6. The text defined sales management as the management of the personal selling component of an organization's marketing program.
True False
7. A sales manager is first and foremost a manager – an administrator – and management is a distinct skill.
True False
8. Producers may engage in outside selling when they sell to household consumers.
True False
9. Outside sales forces are in business-to-business sales, but not business-to-consumer sales.
True False
10. Salespeople most commonly sell products that are pure goods (i.e., with no service component).
True False
11. In transaction selling, sales organizations price for profit and concentrate on a select number of accounts.
True False
12. Most outside sales forces belong to producers or wholesaling middlemen who sell to business users rather than to household consumers.
True False
13. Intangible services typically require less creative selling than tangible goods.
True False
14. Today in many organizations, the salespeople serve as territorial profit managers.
True False
15. Relationship selling focuses on getting new accounts.
True False
16. Relationship marketing or selling focuses on cutting prices to gain the sale.
True False
17. A missionary salesperson's primary job is to be an order-taker.
True False

18. Key account sellers tend to use transaction selling as opposed to relationship selling.
True False
19. Because of the emphasis on product quality in today's business environment, the public ordinarily judges a company by its factory or office workers.
True False
20. Management is a distinct skill, and it cannot be learned.
True False
21. Salespeople have large role sets.
True False
22. Salespeople have very little role ambiguity.
True False
23. An excellent salesperson will not always make a successful sales manager.
True False
24. The primary responsibility of delivery sellers is to ensure that their products are getting as much shelf space and promotional attention as possible.
True False
25. Several executive levels typically are involved in sales force management, but the title of sales manager usually is applied to only a couple of these levels.
True False
26. Branch manager positions often are eliminated if the firm adopts a team selling approach.
True False
27. Many organizations are becoming flatter, and thus have eliminated levels of management.
True False
28. The cost of managing and operating a sales force in most firms is a major cost of marketing, and tends to be much more than the cost of advertising.
True False
29. Personal selling today is quite different from what it was years ago in that involves significantly more joke-telling by the salespeople.
True False
30. When a strong buyer's market exists in the United States, the role of personal selling and sales management in an organization becomes less important.
True False
31. The cost of managing and operating a sales force in most firms is a major cost of marketing second only to the cost of advertising.
True False
32. Whether selling at home or abroad, an international perspective is likely to be very important for sales managers in the 2000s.
True False
33. CRM is an acronym that stands for Customer Risk Management.
True False
34. The number of female and minority salespeople is likely to increase in the 2000s over the level of the 1990s.
True False

35. Increasingly, sales organizations rely on their own top-level executives to sell.
True False
36. Because the topic of business ethics is such a difficult one to manage, it is better if sales executives do not get involved in this complex subject.
True False
37. The Internet is used by salespeople for:
A. Prospecting
B. Product development
C. Placing orders
D. Competitive reporting
E. All of these
38. Today, for most companies, the number of competitors has _____, while the number of suppliers has _____.
A. Increased, increased.
B. Decreased, decreased.
C. Increased, decreased.
D. Decreased, increased.
E. None of these.
39. Value added components are:
A. Sales promotion giveaways.
B. Things such as service which enhance the product.
C. Parts or equipment that are added to the product.
D. Usually include only insurance and delivery.
E. None of these are value added components.
40. Consultative salespeople:
A. focus generating new accounts.
B. are creative, problem-solvers.
C. are a type of sales support salesperson.
D. seldom take orders.
E. All of these.
41. Salespeople often feel caught in the middle between the contradictory demands of the people they must satisfy. This is known as:
A. Role ambiguity
B. Role conflict
C. Role rejection
D. Role clarity
E. Role representation
42. According to the textbook, which of the following represents features of a sales job?
A. The authorization to spend company funds.
B. Representing customers to their companies.
C. Implementation of a firm's marketing strategies in the field.
D. All of these.
E. A and B only.
43. Sales jobs differ from other jobs because:
A. Salespeople do not spend company funds.
B. Salespeople have small role sets.
C. Salespeople have greater role ambiguity.
D. Salespeople have a lot of supervision.
E. Salespeople do not represent the customer.

44. According to the textbook, which of the following does **not** represent features of a sales job?
- A. The authorization to spend company funds.
 - B. Representing customers to their companies.
 - C. Implementation of a firm's marketing strategies in the field.
 - D. A and B only.
 - E. None of these.
45. Which of the following best describes the scope and focus of the textbook used in this course?
- A. Management of a company's promotion mix.
 - B. Management of all personal selling activities.
 - C. Management of a manufacturer's sales force.
 - D. Management of an outside sales force.
 - E. Management of a retailer's sales force.
46. As defined in the text, outside selling does **not** include:
- A. Selling recordable DVDs to students in an office supplies store.
 - B. A selling team from Simmons Mattress Company makes a sales presentation to a buying team in Marriott Hotel's home office.
 - C. A sales rep for a Chicago hardware wholesaler calls on hardware stores in northern Illinois.
 - D. An Allstate insurance sales rep calls on a newly-married couple to sell them auto and life insurance.
 - E. A Xerox salesperson calls on United Airlines to sell them on the idea of installing small copy machines for passengers' use on United's flights.
47. When a student goes to the college book store to buy a sweatshirt, the type of selling involved in the situation is called:
- A. Telemarketing.
 - B. Across-the-counter selling.
 - C. Outside selling.
 - D. Inside/outside selling.
 - E. Going-to-the-customer selling.
48. Reps are not supervised very closely, so they:
- A. experience conflict
 - B. experience role ambiguity.
 - C. have large role sets.
 - D. frequently face rejection.
 - E. are authorized to spend company funds.
49. Our definition of an outside sales force includes all of the following, EXCEPT:
- A. Firestone salespeople selling tires to Ford.
 - B. State Farm agents selling life insurance to consumers.
 - C. Salespeople selling culinary knives door-to-door.
 - D. Telemarketers selling mortgages to home owners.
 - E. Sal-Mart clerk selling MP3 player to consumer.
50. Relationship selling is:
- A. Building long term telemarketing associations.
 - B. The sole responsibility of the sales manager.
 - C. Building long term associations with a select number of carefully chosen accounts.
 - D. Building short term associations with a large number of accounts.
 - E. Reminiscent of the back-slapping, joke-telling salesman of days gone by.
51. Most commonly, sales executives play a key role in all of the following, EXCEPT:
- A. Selecting a sales force.
 - B. Strategic planning for the organization.
 - C. Forecasting sales force motivation and territory design.
 - D. Selecting the product's distribution channel.
 - E. Motivating salespeople.

52. An element of a company's marketing mix that is not part of its communications mix is:
- A. Distribution.
 - B. Advertising.
 - C. Sales promotion.
 - D. Personal selling.
 - E. Publicity.
53. Sales executives are often responsible for:
- A. Selecting a sales force.
 - B. Strategic planning, forecasting, sales and cost analysis.
 - C. Sales force motivation and territory design.
 - D. A and C only.
 - E. All of these.
54. A company's marketing mix ordinarily does not include its:
- A. Suppliers.
 - B. Advertising program.
 - C. Sales force management.
 - D. Pricing policies.
 - E. Product assortment.
55. The new type of salesperson that has emerged in recent years is a professional salesperson who is essentially a(n):
- A. Order-taker.
 - B. Manipulative seller.
 - C. Backslapping, joke-teller.
 - D. Marketing consultant.
 - E. All of these.
56. The promotional mix in a firm is least likely to include decisions relating to:
- A. Sales promotion.
 - B. Pricing determination.
 - C. Personal selling activities.
 - D. Advertising.
 - E. Managing a sales force.
57. All of the following are common responsibilities of today's sales managers, EXCEPT:
- A. hiring and training.
 - B. territory design.
 - C. forecasting and budgeting.
 - D. performance evaluation.
 - E. product design.
58. A salesperson whose main job is to deliver a product to retailers or household consumers – Pepsi Cola, fuel oil, milk, for example – ordinarily is classified as a:
- A. Consultative salesperson.
 - B. Delivery seller.
 - C. Key account seller.
 - D. Missionary sales rep.
 - E. Sales engineer.
59. Which of the following is the best example of a missionary salesperson?
- A. Person whose main job is to contact customers by telephone, fax machine, or computer.
 - B. Pharmaceutical rep calling on doctors.
 - C. Rep for a sporting goods wholesaler who calls on sporting goods stores.
 - D. Travel agent that arranges and conducts tours, including driving the tour bus.
 - E. Rep who delivers cases of Coca-Cola from bottler to local stores.

60. Which of the following is the best example of selling for the purpose of incorporation:
- A. Avon selling lipstick to women consumers.
 - B. Maintenance company selling snow plowing service to Wal Mart.
 - C. Xerox selling a photocopier to Eli Lilly Pharmaceuticals.
 - D. Goodyear selling tires to Tire America.
 - E. Owens Illinois selling custom-fit windshields to Ford for its Mustang.
61. In the text book's classification of types of sales jobs, the one involving the most complex *problem solving* is likely to be:
- A. Consultative sellers.
 - B. New business sellers.
 - C. Sales support salespeople.
 - D. Delivery sellers.
 - E. Order takers.
62. The job of a missionary salesperson might involve:
- A. Technical selling as in a sales engineer's job.
 - B. Such activities as setting up promotional displays and working with retailers' or wholesalers' sales forces, but not soliciting orders.
 - C. A high level of creative selling.
 - D. A considerable amount of order taking.
 - E. None of these.
63. The _____ focuses on prospecting for customers and generating new accounts. The customer might then be turned over to _____. (fill in the blanks).
- A. consultative seller; key account seller
 - B. key account seller; sales support
 - C. new business seller; sales support
 - D. new business seller; order taker
 - E. key account seller; delivery seller
64. Which of the following types of sales jobs are maintenance salespeople that facilitate sales to consumers or business accounts that have already been established?
- A. New business seller.
 - B. Consultative seller.
 - C. Inside order-taker.
 - D. Delivery sellers.
 - E. Key account sellers.
65. Which of the following types of jobs is an *order-getter*?
- A. Xerox rep selling an office-copier system to United Airlines.
 - B. Pepsi-Cola delivery seller with a route in Birmingham, Alabama.
 - C. Sales engineer for Boeing Airplane Company.
 - D. Missionary sales rep for Lilly pharmaceuticals, calling on physicians.
 - E. Retail sales clerk in a department store.
66. Today, to be successful as a sales manager, _____ skills are more important than _____ skills.
- A. analytical; technology
 - B. evaluative; people
 - C. people; analytical
 - D. technology; people
 - E. evaluative; analytical

67. Which of the following best describes the new breed of professional salesperson?
- A. a professional salesperson who is also a marketing consultant.
 - B. cigar-smoking, backslapping, joke-telling salesperson.
 - C. a highly motivated, manipulative sales rep.
 - D. an order-taking, maintenance salesperson.
 - E. an order-getting, cold-calling salesperson focused on new accounts.
68. Which of the following is an incorrect statement regarding the new dimensions of sales management and personal selling?
- A. There is a significant increase in the number of women going into industrial selling.
 - B. Customers are becoming increasingly demanding.
 - C. Territorial profit responsibility is moving from the salesperson to top management.
 - D. Computer technology has a considerable impact on many areas of sales force management.
 - E. All of these are correct.
69. Today, the most successful sales managers are seen as _____ rather than _____.
- A. directors; team leaders
 - B. controllers; bosses
 - C. team leaders; bosses
 - D. bosses; directors
 - E. team leaders; collaborators
70. When selecting salespeople to promote to sales management, all of the following are important qualities to look for, EXCEPT:
- A. A willingness to share information
 - B. Structured work habits
 - C. Skill at selling internally
 - D. Ego that is not overinflated.
 - E. An individualistic, "lone wolf" mentality.
71. The sales job is unique in that:
- A. Salespeople require no supervision.
 - B. Salespeople are entirely self-motivated.
 - C. Salespeople have especially small role sets.
 - D. Salespeople often feel caught in the middle between conflicting demands.
 - E. Salespeople work fewer hours per week than most other occupations.
72. Which of the following terms best describes the new breed of professional salesperson?
- A. Missionary sales rep.
 - B. Sales engineer.
 - C. Territorial marketing manager.
 - D. A rep who services his or her customers.
 - E. Consultative sales rep.
73. Which of the following is an incorrect statement regarding the new dimensions of sales management and personal selling?
- A. There is a significant increase in the number of women going into industrial selling.
 - B. There is a growing expertise among purchasing agents.
 - C. There is a trend away from assigning territorial profit responsibility to individual salespeople.
 - D. Computer technology has a considerable impact on many areas of sales force management.
 - E. All of these are correct.
74. The sales job is different from other types of jobs in that normally a salesperson:
- A. Receives more direct supervision than do other workers.
 - B. Requires more social intelligence than other employees on the same level in the organization.
 - C. Requires less motivation.
 - D. Works shorter hours than most other employees.
 - E. Is under less psychological pressure than most other employees.

75. In contrast to office or factory jobs, people in sales jobs are more likely to:
- A. Represent their company to customers and to society in general.
 - B. Work under close supervision.
 - C. Be authorized to spend company money.
 - D. All of these are correct.
 - E. Only two of A-B-C are correct.
76. A useful generalization regarding the concept of administration is that:
- A. Management is an inherent trait; that is, it rarely can be learned.
 - B. Administration is a distinct skill, separated from technical ability in a given field.
 - C. Good managers are born, not made.
 - D. To be a good manager of a given activity, you have to be technically skilled in that activity.
 - E. The job of a sales executive usually is that of a manager, not an administrator.
77. Excellent salespeople may not make good sales managers because:
- A. Some of the traits and skills needed to be a good sales rep are different from those needed to be a successful manager.
 - B. Top salespeople, when promoted to management, always expect too much from the people working under them.
 - C. Salespeople don't respect a boss who has had no previous managerial experience.
 - D. As a manager, the former sales rep does not spend enough time in the field working with the sales force.
 - E. None of these is correct.
78. The fact that a person is an outstanding sales representative does not necessarily mean that he or she would make a good sales manager because:
- A. Most sales executives come from non-selling backgrounds.
 - B. Salespeople have no experience in planning.
 - C. Personality traits needed to be a good salesperson are totally different from those needed to be a good manager.
 - D. The art of administration is a distinct skill, separate from technical ability.
 - E. The original statement is false; that is, the best salespeople actually make the best managers.
79. According to a recent survey, about _____ of all organizations have already deployed or are in the process of implementing a customer relationship management (CRM) program.
- A. 10%
 - B. 33%
 - C. 50%
 - D. 67%
 - E. 90%
80. Which of the following is true about U.S. organizations:
- A. The market for many of their products has reached the saturation point.
 - B. They face increasing competition from foreign firms.
 - C. They face a general trend of the elimination of trade barriers between countries.
 - D. Many of them earn the majority of their revenues outside the U.S.
 - E. All of these.
81. In a company, the title "sales manager" may be applied to:
- A. A divisional manager responsible for sales in several districts.
 - B. The vice president of sales.
 - C. The head of the field sales force.
 - D. Any of the above.
 - E. Only two of A-B-C above.

82. With respect to the concept of administration, it is generally correct to say that:
- A. Management is a skill that can be learned.
 - B. Administration is an activity that is quite different from management.
 - C. People who are technically skilled in performing a given activity make good administrators in that field.
 - D. The fundamentals of administration in one field are usually different from the administrative principles in another field.
 - E. None of these is correct.
83. In which of the following managerial activities is a sales manager's job likely to be different from other management jobs?
- A. Training the salespeople.
 - B. Motivating the sales force.
 - C. Monitoring a sales rep's ethical behavior.
 - D. Communicating with salespeople.
 - E. All of these are likely to be different.
84. In firms which use a team selling approach, the first managerial type position is usually:
- A. District sales manager.
 - B. Sales supervisor.
 - C. Client team leader.
 - D. Branch manager.
 - E. National sales manager.
85. In team sales, the management position most likely to be eliminated is the:
- A. District sales manager.
 - B. Sales supervisor.
 - C. Client team leader.
 - D. Vice president of sales.
 - E. National sales manager.
86. Due to the use of selling teams, firms may
- A. Have more cross-functional communication.
 - B. Eliminate middle management positions.
 - C. Be flatter.
 - D. All of these.
 - E. None of these.
87. About _____ percent of the civilian working-age population is employed in sales occupations:
- A. 2.
 - B. 5.
 - C. 12.
 - D. 25.
 - E. 33.
88. The cost of managing and operating a sales force (that is, the total expenses related to salespeople) is estimated to be _____ percent of total net sales.
- A. 3–4.
 - B. 8–10.
 - C. 15–20.
 - D. 25–33.
 - E. None of these is even close.

89. With respect to the importance of sales force management:
- A. It is unnecessary if a company has truly adopted the marketing concept.
 - B. The cost of maintaining a sales force is much lower than advertising expenses.
 - C. It is important because in most firms the sales force and their bosses are critical to the success of carrying out marketing plans.
 - D. Students typically are not involved in sales management activities until they have been out of school for many years.
 - E. It is more important than marketing management.
90. In preparation for the competitive environment throughout the 21st century, sales managers must:
- A. Improve their management skills.
 - B. Develop an international perspective.
 - C. Make effective use of technology.
 - D. Do all of these.
 - E. Do only two of A-B-C above.
91. With one exception, the following reflect the international situation facing United States sales managers through the 21st century. Which one is the exception?
- A. American firms are likely to face increased competition from Asian companies.
 - B. Growth for most U.S. companies will have to come from within our own borders.
 - C. Competition from an economically united European Community is likely to be stronger than it was before unification.
 - D. There is a general trend of trade barriers between countries being eliminated.
 - E. All of these are correct; that is, there is no exception.
92. Regarding the management of an increasingly diverse sales force, sales executives should recognize that:
- A. Female sales reps are rarely successful.
 - B. To remain competitive, sales managers need to capitalize on the strengths of *everyone* in our diverse population.
 - C. Sales forces are becoming younger and younger.
 - D. Recruiting minority salespeople has always been easy – yet sales managers have been reluctant to do it.
 - E. Women represent only a small percentage of sales workers.
93. Customer Relationship Management refers to a program designed to:
- A. Establish new accounts.
 - B. Manage the expenses of calling on customers.
 - C. Expand the relationships with existing customers.
 - D. Manage the distribution of goods and services to customers.
 - E. Minimize company liability with regard to the products it sells to customers.

1 Key

1. The Internet is replacing salespeople.
FALSE

Difficulty: Easy
Spiro - Chapter 001 #1
2. Many salespeople use the Internet to help generate leads.
TRUE

Difficulty: Easy
Spiro - Chapter 001 #2
3. Organizational buyers are now using more sources of supply than they did in earlier years.
FALSE

Difficulty: Easy
Spiro - Chapter 001 #3
4. Today, buyers purchase more from foreign suppliers than they have in the past.
TRUE

Difficulty: Easy
Spiro - Chapter 001 #4
5. Most sales jobs are extremely similar in their scope of activities and responsibilities.
FALSE

Difficulty: Easy
Spiro - Chapter 001 #5
6. The text defined sales management as the management of the personal selling component of an organization's marketing program.
TRUE

Difficulty: Easy
Spiro - Chapter 001 #6
7. A sales manager is first and foremost a manager – an administrator – and management is a distinct skill.
TRUE

Difficulty: Easy
Spiro - Chapter 001 #7
8. Producers may engage in outside selling when they sell to household consumers.
TRUE

Difficulty: Easy
Spiro - Chapter 001 #8
9. Outside sales forces are in business-to-business sales, but not business-to-consumer sales.
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Difficulty: Medium
Spiro - Chapter 001 #9
10. Salespeople most commonly sell products that are pure goods (i.e., with no service component).
FALSE

Difficulty: Medium
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11. In transaction selling, sales organizations price for profit and concentrate on a select number of accounts.
FALSE

Difficulty: Easy
Spiro - Chapter 001 #11
12. Most outside sales forces belong to producers or wholesaling middlemen who sell to business users rather than to household consumers.
TRUE

Difficulty: Medium
Spiro - Chapter 001 #12

13. Intangible services typically require less creative selling than tangible goods.

FALSE

*Difficulty: Easy
Spiro - Chapter 001 #13*

14. Today in many organizations, the salespeople serve as territorial profit managers.

TRUE

*Difficulty: Easy
Spiro - Chapter 001 #14*

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FALSE

*Difficulty: Medium
Spiro - Chapter 001 #15*

16. Relationship marketing or selling focuses on cutting prices to gain the sale.

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17. A missionary salesperson's primary job is to be an order-taker.

FALSE

*Difficulty: Easy
Spiro - Chapter 001 #17*

18. Key account sellers tend to use transaction selling as opposed to relationship selling.

FALSE

*Difficulty: Medium
Spiro - Chapter 001 #18*

19. Because of the emphasis on product quality in today's business environment, the public ordinarily judges a company by its factory or office workers.

FALSE

*Difficulty: Easy
Spiro - Chapter 001 #19*

20. Management is a distinct skill, and it cannot be learned.

FALSE

*Difficulty: Medium
Spiro - Chapter 001 #20*

21. Salespeople have large role sets.

TRUE

*Difficulty: Easy
Spiro - Chapter 001 #21*

22. Salespeople have very little role ambiguity.

FALSE

*Difficulty: Easy
Spiro - Chapter 001 #22*

23. An excellent salesperson will not always make a successful sales manager.

TRUE

*Difficulty: Easy
Spiro - Chapter 001 #23*

24. The primary responsibility of delivery sellers is to ensure that their products are getting as much shelf space and promotional attention as possible.

TRUE

*Difficulty: Medium
Spiro - Chapter 001 #24*

25. Several executive levels typically are involved in sales force management, but the title of sales manager usually is applied to only a couple of these levels.

FALSE

*Difficulty: Medium
Spiro - Chapter 001 #25*

26. Branch manager positions often are eliminated if the firm adopts a team selling approach.
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Spiro - Chapter 001 #26*
27. Many organizations are becoming flatter, and thus have eliminated levels of management.
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Spiro - Chapter 001 #27*
28. The cost of managing and operating a sales force in most firms is a major cost of marketing, and tends to be much more than the cost of advertising.
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29. Personal selling today is quite different from what it was years ago in that involves significantly more joke-telling by the salespeople.
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Spiro - Chapter 001 #30*
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Spiro - Chapter 001 #31*
32. Whether selling at home or abroad, an international perspective is likely to be very important for sales managers in the 2000s.
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33. CRM is an acronym that stands for Customer Risk Management.
FALSE
- Difficulty: Easy
Spiro - Chapter 001 #33*
34. The number of female and minority salespeople is likely to increase in the 2000s over the level of the 1990s.
TRUE
- Difficulty: Easy
Spiro - Chapter 001 #34*
35. Increasingly, sales organizations rely on their own top-level executives to sell.
TRUE
- Difficulty: Easy
Spiro - Chapter 001 #35*
36. Because the topic of business ethics is such a difficult one to manage, it is better if sales executives do not get involved in this complex subject.
FALSE
- Difficulty: Easy
Spiro - Chapter 001 #36*

37. The Internet is used by salespeople for:
- A. Prospecting
 - B. Product development
 - C. Placing orders
 - D. Competitive reporting
 - E. All of these**

Difficulty: Medium
Spiro - Chapter 001 #37

38. Today, for most companies, the number of competitors has _____, while the number of suppliers has _____.
- A. Increased, increased.
 - B. Decreased, decreased.
 - C. Increased, decreased.**
 - D. Decreased, increased.
 - E. None of these.

Difficulty: Hard
Spiro - Chapter 001 #38

39. Value added components are:
- A. Sales promotion giveaways.
 - B. Things such as service which enhance the product.**
 - C. Parts or equipment that are added to the product.
 - D. Usually include only insurance and delivery.
 - E. None of these are value added components.

Difficulty: Medium
Spiro - Chapter 001 #39

40. Consultative salespeople:
- A. focus generating new accounts.
 - B. are creative, problem-solvers.**
 - C. are a type of sales support salesperson.
 - D. seldom take orders.
 - E. All of these.

Difficulty: Medium
Spiro - Chapter 001 #40

41. Salespeople often feel caught in the middle between the contradictory demands of the people they must satisfy. This is known as:
- A. Role ambiguity
 - B. Role conflict**
 - C. Role rejection
 - D. Role clarity
 - E. Role representation

Difficulty: Medium
Spiro - Chapter 001 #41

42. According to the textbook, which of the following represents features of a sales job?
- A. The authorization to spend company funds.
 - B. Representing customers to their companies.
 - C. Implementation of a firm's marketing strategies in the field.
 - D. All of these.**
 - E. A and B only.

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Spiro - Chapter 001 #42

43. Sales jobs differ from other jobs because:
- A. Salespeople do not spend company funds.
 - B. Salespeople have small role sets.
 - C.** Salespeople have greater role ambiguity.
 - D. Salespeople have a lot of supervision.
 - E. Salespeople do not represent the customer.

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Spiro - Chapter 001 #43

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- A. The authorization to spend company funds.
 - B. Representing customers to their companies.
 - C. Implementation of a firm's marketing strategies in the field.
 - D. A and B only.
 - E.** None of these.

Difficulty: Medium
Spiro - Chapter 001 #44

45. Which of the following best describes the scope and focus of the textbook used in this course?
- A. Management of a company's promotion mix.
 - B. Management of all personal selling activities.
 - C. Management of a manufacturer's sales force.
 - D.** Management of an outside sales force.
 - E. Management of a retailer's sales force.

Difficulty: Medium
Spiro - Chapter 001 #45

46. As defined in the text, outside selling does **not** include:
- A.** Selling recordable DVDs to students in an office supplies store.
 - B. A selling team from Simmons Mattress Company makes a sales presentation to a buying team in Marriott Hotel's home office.
 - C. A sales rep for a Chicago hardware wholesaler calls on hardware stores in northern Illinois.
 - D. An Allstate insurance sales rep calls on a newly-married couple to sell them auto and life insurance.
 - E. A Xerox salesperson calls on United Airlines to sell them on the idea of installing small copy machines for passengers' use on United's flights.

Difficulty: Medium
Spiro - Chapter 001 #46

47. When a student goes to the college book store to buy a sweatshirt, the type of selling involved in the situation is called:
- A. Telemarketing.
 - B.** Across-the-counter selling.
 - C. Outside selling.
 - D. Inside/outside selling.
 - E. Going-to-the-customer selling.

Difficulty: Easy
Spiro - Chapter 001 #47

48. Reps are not supervised very closely, so they:
- A. experience conflict
 - B.** experience role ambiguity.
 - C. have large role sets.
 - D. frequently face rejection.
 - E. are authorized to spend company funds.

Difficulty: Easy
Spiro - Chapter 001 #48

49. Our definition of an outside sales force includes all of the following, EXCEPT:
- A. Firestone salespeople selling tires to Ford.
 - B. State Farm agents selling life insurance to consumers.
 - C. Salespeople selling culinary knives door-to-door.
 - D. Telemarketers selling mortgages to home owners.
 - E.** Sal-Mart clerk selling MP3 player to consumer.

Difficulty: Medium
Spiro - Chapter 001 #49

50. Relationship selling is:
- A. Building long term telemarketing associations.
 - B. The sole responsibility of the sales manager.
 - C.** Building long term associations with a select number of carefully chosen accounts.
 - D. Building short term associations with a large number of accounts.
 - E. Reminiscent of the back-slapping, joke-telling salesman of days gone by.

Difficulty: Easy
Spiro - Chapter 001 #50

51. Most commonly, sales executives play a key role in all of the following, EXCEPT:
- A. Selecting a sales force.
 - B. Strategic planning for the organization.
 - C. Forecasting sales force motivation and territory design.
 - D. Selecting the product's distribution channel.
 - E.** Motivating salespeople.

Difficulty: Easy
Spiro - Chapter 001 #51

52. An element of a company's marketing mix that is not part of its communications mix is:
- A.** Distribution.
 - B. Advertising.
 - C. Sales promotion.
 - D. Personal selling.
 - E. Publicity.

Difficulty: Easy
Spiro - Chapter 001 #52

53. Sales executives are often responsible for:
- A. Selecting a sales force.
 - B. Strategic planning, forecasting, sales and cost analysis.
 - C. Sales force motivation and territory design.
 - D. A and C only.
 - E.** All of these.

Difficulty: Easy
Spiro - Chapter 001 #53

54. A company's marketing mix ordinarily does not include its:
- A.** Suppliers.
 - B. Advertising program.
 - C. Sales force management.
 - D. Pricing policies.
 - E. Product assortment.

Difficulty: Easy
Spiro - Chapter 001 #54

55. The new type of salesperson that has emerged in recent years is a professional salesperson who is essentially a(n):
- A. Order-taker.
 - B. Manipulative seller.
 - C. Backslapping, joke-teller.
 - D.** Marketing consultant.
 - E. All of these.

Difficulty: Easy
Spiro - Chapter 001 #55

56. The promotional mix in a firm is least likely to include decisions relating to:
- A. Sales promotion.
 - B.** Pricing determination.
 - C. Personal selling activities.
 - D. Advertising.
 - E. Managing a sales force.

Difficulty: Easy
Spiro - Chapter 001 #56

57. All of the following are common responsibilities of today's sales managers, EXCEPT:
- A. hiring and training.
 - B. territory design.
 - C. forecasting and budgeting.
 - D. performance evaluation.
 - E.** product design.

Difficulty: Easy
Spiro - Chapter 001 #57

58. A salesperson whose main job is to deliver a product to retailers or household consumers – Pepsi Cola, fuel oil, milk, for example – ordinarily is classified as a:
- A. Consultative salesperson.
 - B.** Delivery seller.
 - C. Key account seller.
 - D. Missionary sales rep.
 - E. Sales engineer.

Difficulty: Easy
Spiro - Chapter 001 #58

59. Which of the following is the best example of a missionary salesperson?
- A. Person whose main job is to contact customers by telephone, fax machine, or computer.
 - B.** Pharmaceutical rep calling on doctors.
 - C. Rep for a sporting goods wholesaler who calls on sporting goods stores.
 - D. Travel agent that arranges and conducts tours, including driving the tour bus.
 - E. Rep who delivers cases of Coca-Cola from bottler to local stores.

Difficulty: Easy
Spiro - Chapter 001 #59

60. Which of the following is the best example of selling for the purpose of incorporation:
- A. Avon selling lipstick to women consumers.
 - B. Maintenance company selling snow plowing service to Wal Mart.
 - C. Xerox selling a photocopier to Eli Lilly Pharmaceuticals.
 - D. Goodyear selling tires to Tire America.
 - E.** Owens Illinois selling custom-fit windshields to Ford for its Mustang.

Difficulty: Medium
Spiro - Chapter 001 #60

61. In the text book's classification of types of sales jobs, the one involving the most complex *problem solving* is likely to be:
- A.** Consultative sellers.
 - B. New business sellers.
 - C. Sales support salespeople.
 - D. Delivery sellers.
 - E. Order takers.

Difficulty: Medium
Spiro - Chapter 001 #61

62. The job of a missionary salesperson might involve:
- A. Technical selling as in a sales engineer's job.
 - B.** Such activities as setting up promotional displays and working with retailers' or wholesalers' sales forces, but not soliciting orders.
 - C. A high level of creative selling.
 - D. A considerable amount of order taking.
 - E. None of these.

Difficulty: Medium
Spiro - Chapter 001 #62

63. The _____ focuses on prospecting for customers and generating new accounts. The customer might then be turned over to _____. (fill in the blanks).
- A. consultative seller; key account seller
 - B. key account seller; sales support
 - C.** new business seller; sales support
 - D. new business seller; order taker
 - E. key account seller; delivery seller

Difficulty: Medium
Spiro - Chapter 001 #63

64. Which of the following types of sales jobs are maintenance salespeople that facilitate sales to consumers or business accounts that have already been established?
- A. New business seller.
 - B. Consultative seller.
 - C. Inside order-taker.
 - D.** Delivery sellers.
 - E. Key account sellers.

Difficulty: Easy
Spiro - Chapter 001 #64

65. Which of the following types of jobs is an *order-getter*?
- A.** Xerox rep selling an office-copier system to United Airlines.
 - B. Pepsi-Cola delivery seller with a route in Birmingham, Alabama.
 - C. Sales engineer for Boeing Airplane Company.
 - D. Missionary sales rep for Lilly pharmaceuticals, calling on physicians.
 - E. Retail sales clerk in a department store.

Difficulty: Medium
Spiro - Chapter 001 #65

66. Today, to be successful as a sales manager, _____ skills are more important than _____ skills.
- A. analytical; technology
 - B. evaluative; people
 - C.** people; analytical
 - D. technology; people
 - E. evaluative; analytical

Difficulty: Medium
Spiro - Chapter 001 #66

67. Which of the following best describes the new breed of professional salesperson?
- A.** a professional salesperson who is also a marketing consultant.
 - B. cigar-smoking, backslapping, joke-telling salesperson.
 - C. a highly motivated, manipulative sales rep.
 - D. an order-taking, maintenance salesperson.
 - E. an order-getting, cold-calling salesperson focused on new accounts.

Difficulty: Medium
Spiro - Chapter 001 #67

68. Which of the following is an incorrect statement regarding the new dimensions of sales management and personal selling?
- A. There is a significant increase in the number of women going into industrial selling.
 - B. Customers are becoming increasingly demanding.
 - C.** Territorial profit responsibility is moving from the salesperson to top management.
 - D. Computer technology has a considerable impact on many areas of sales force management.
 - E. All of these are correct.

Difficulty: Medium
Spiro - Chapter 001 #68

69. Today, the most successful sales managers are seen as _____ rather than _____.
- A. directors; team leaders
 - B. controllers; bosses
 - C.** team leaders; bosses
 - D. bosses; directors
 - E. team leaders; collaborators

Difficulty: Medium
Spiro - Chapter 001 #69

70. When selecting salespeople to promote to sales management, all of the following are important qualities to look for, EXCEPT:
- A. A willingness to share information
 - B. Structured work habits
 - C. Skill at selling internally
 - D. Ego that is not overinflated.
 - E.** An individualistic, "lone wolf" mentality.

Difficulty: Easy
Spiro - Chapter 001 #70

71. The sales job is unique in that:
- A. Salespeople require no supervision.
 - B. Salespeople are entirely self-motivated.
 - C. Salespeople have especially small role sets.
 - D.** Salespeople often feel caught in the middle between conflicting demands.
 - E. Salespeople work fewer hours per week than most other occupations.

Difficulty: Easy
Spiro - Chapter 001 #71

72. Which of the following terms best describes the new breed of professional salesperson?
- A. Missionary sales rep.
 - B. Sales engineer.
 - C. Territorial marketing manager.
 - D. A rep who services his or her customers.
 - E.** Consultative sales rep.

Difficulty: Medium
Spiro - Chapter 001 #72

73. Which of the following is an incorrect statement regarding the new dimensions of sales management and personal selling?
- A. There is a significant increase in the number of women going into industrial selling.
 - B. There is a growing expertise among purchasing agents.
 - C.** There is a trend away from assigning territorial profit responsibility to individual salespeople.
 - D. Computer technology has a considerable impact on many areas of sales force management.
 - E. All of these are correct.

Difficulty: Medium
Spiro - Chapter 001 #73

74. The sales job is different from other types of jobs in that normally a salesperson:
- A. Receives more direct supervision than do other workers.
 - B.** Requires more social intelligence than other employees on the same level in the organization.
 - C. Requires less motivation.
 - D. Works shorter hours than most other employees.
 - E. Is under less psychological pressure than most other employees.

Difficulty: Medium
Spiro - Chapter 001 #74

75. In contrast to office or factory jobs, people in sales jobs are more likely to:
- A. Represent their company to customers and to society in general.
 - B. Work under close supervision.
 - C. Be authorized to spend company money.
 - D. All of these are correct.
 - E.** Only two of A-B-C are correct.

Difficulty: Medium
Spiro - Chapter 001 #75

76. A useful generalization regarding the concept of administration is that:
- A. Management is an inherent trait; that is, it rarely can be learned.
 - B.** Administration is a distinct skill, separated from technical ability in a given field.
 - C. Good managers are born, not made.
 - D. To be a good manager of a given activity, you have to be technically skilled in that activity.
 - E. The job of a sales executive usually is that of a manager, not an administrator.

Difficulty: Medium
Spiro - Chapter 001 #76

77. Excellent salespeople may not make good sales managers because:
- A.** Some of the traits and skills needed to be a good sales rep are different from those needed to be a successful manager.
 - B. Top salespeople, when promoted to management, always expect too much from the people working under them.
 - C. Salespeople don't respect a boss who has had no previous managerial experience.
 - D. As a manager, the former sales rep does not spend enough time in the field working with the sales force.
 - E. None of these is correct.

Difficulty: Easy
Spiro - Chapter 001 #77

78. The fact that a person is an outstanding sales representative does not necessarily mean that he or she would make a good sales manager because:
- A. Most sales executives come from non-selling backgrounds.
 - B. Salespeople have no experience in planning.
 - C. Personality traits needed to be a good salesperson are totally different from those needed to be a good manager.
 - D.** The art of administration is a distinct skill, separate from technical ability.
 - E. The original statement is false; that is, the best salespeople actually make the best managers.

Difficulty: Hard
Spiro - Chapter 001 #78

79. According to a recent survey, about _____ of all organizations have already deployed or are in the process of implementing a customer relationship management (CRM) program.
- A. 10%
 - B. 33%
 - C. 50%
 - D.** 67%
 - E. 90%

Difficulty: Medium
Spiro - Chapter 001 #79

80. Which of the following is true about U.S. organizations:
- A. The market for many of their products has reached the saturation point.
 - B. They face increasing competition from foreign firms.
 - C. They face a general trend of the elimination of trade barriers between countries.
 - D. Many of them earn the majority of their revenues outside the U.S.
 - E.** All of these.

Difficulty: Easy
Spiro - Chapter 001 #80

81. In a company, the title "sales manager" may be applied to:
- A. A divisional manager responsible for sales in several districts.
 - B. The vice president of sales.
 - C. The head of the field sales force.
 - D.** Any of the above.
 - E. Only two of A-B-C above.

Difficulty: Medium
Spiro - Chapter 001 #81

82. With respect to the concept of administration, it is generally correct to say that:
- A.** Management is a skill that can be learned.
 - B. Administration is an activity that is quite different from management.
 - C. People who are technically skilled in performing a given activity make good administrators in that field.
 - D. The fundamentals of administration in one field are usually different from the administrative principles in another field.
 - E. None of these is correct.

Difficulty: Medium
Spiro - Chapter 001 #82

83. In which of the following managerial activities is a sales manager's job likely to be different from other management jobs?
- A. Training the salespeople.
 - B. Motivating the sales force.
 - C. Monitoring a sales rep's ethical behavior.
 - D. Communicating with salespeople.
 - E.** All of these are likely to be different.

Difficulty: Medium
Spiro - Chapter 001 #83

84. In firms which use a team selling approach, the first managerial type position is usually:
- A. District sales manager.
 - B. Sales supervisor.
 - C.** Client team leader.
 - D. Branch manager.
 - E. National sales manager.

Difficulty: Hard
Spiro - Chapter 001 #84

85. In team sales, the management position most likely to be eliminated is the:
- A.** District sales manager.
 - B. Sales supervisor.
 - C. Client team leader.
 - D. Vice president of sales.
 - E. National sales manager.

Difficulty: Hard
Spiro - Chapter 001 #85

86. Due to the use of selling teams, firms may
- A. Have more cross-functional communication.
 - B. Eliminate middle management positions.
 - C. Be flatter.
 - D.** All of these.
 - E. None of these.

Difficulty: Medium
Spiro - Chapter 001 #86

87. About _____ percent of the civilian working-age population is employed in sales occupations:
- A. 2.
 - B. 5.
 - C.** 12.
 - D. 25.
 - E. 33.

Difficulty: Medium
Spiro - Chapter 001 #87

88. The cost of managing and operating a sales force (that is, the total expenses related to salespeople) is estimated to be _____ percent of total net sales.
- A. 3–4.
 - B. 8–10.
 - C.** 15–20.
 - D. 25–33.
 - E. None of these is even close.

Difficulty: Medium
Spiro - Chapter 001 #88

89. With respect to the importance of sales force management:
- A. It is unnecessary if a company has truly adopted the marketing concept.
 - B. The cost of maintaining a sales force is much lower than advertising expenses.
 - C.** It is important because in most firms the sales force and their bosses are critical to the success of carrying out marketing plans.
 - D. Students typically are not involved in sales management activities until they have been out of school for many years.
 - E. It is more important than marketing management.

Difficulty: Hard
Spiro - Chapter 001 #89

90. In preparation for the competitive environment throughout the 21st century, sales managers must:
- A. Improve their management skills.
 - B. Develop an international perspective.
 - C. Make effective use of technology.
 - D.** Do all of these.
 - E. Do only two of A-B-C above.

Difficulty: Easy
Spiro - Chapter 001 #90

91. With one exception, the following reflect the international situation facing United States sales managers through the 21st century. Which one is the exception?
- A. American firms are likely to face increased competition from Asian companies.
 - B.** Growth for most U.S. companies will have to come from within our own borders.
 - C. Competition from an economically united European Community is likely to be stronger than it was before unification.
 - D. There is a general trend of trade barriers between countries being eliminated.
 - E. All of these are correct; that is, there is no exception.

Difficulty: Easy
Spiro - Chapter 001 #91

92. Regarding the management of an increasingly diverse sales force, sales executives should recognize that:
- A. Female sales reps are rarely successful.
 - B.** To remain competitive, sales managers need to capitalize on the strengths of *everyone* in our diverse population.
 - C. Sales forces are becoming younger and younger.
 - D. Recruiting minority salespeople has always been easy – yet sales managers have been reluctant to do it.
 - E. Women represent only a small percentage of sales workers.

Difficulty: Medium
Spiro - Chapter 001 #92

93. Customer Relationship Management refers to a program designed to:
- A. Establish new accounts.
 - B. Manage the expenses of calling on customers.
 - C.** Expand the relationships with existing customers.
 - D. Manage the distribution of goods and services to customers.
 - E. Minimize company liability with regard to the products it sells to customers.

Difficulty: Medium
Spiro - Chapter 001 #93

1 Summary

<u>Category</u>	<u># of Questions</u>
Difficulty: Easy	41
Difficulty: Hard	5
Difficulty: Medium	47
Spiro - Chapter 001	93