



Question Bank - Multiple Choice Questions (MCQs)

Unit 1: Introduction and determinants of Consumer behavior

1. Any individual who purchases goods and services from the market for his/her end-use is called a.....
 - a. Customer
 - b. Purchaser
 - c. **Consumer**
 - d. All these
2. ----- is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.
 - a. Consumer behaviour
 - b. **Consumer interest**
 - c. Consumer attitude
 - d. Consumer perception
3. ----- is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.
 - a. **Consumer behaviour**
 - b. Consumer interest
 - c. Consumer attitude
 - d. Consumer perception
4. ----- refers to how an individual perceives a particular message
 - a. Consumer behaviour
 - b. Consumer interest
 - c. Consumer attitude
 - d. **Consumer interpretation.**
5. "----- is the action and decisions process or people who purchase goods and services for personal consumption."
 - a. **Consumer behaviour**
 - b. Consumer interest
 - c. Consumer attitude
 - d. Consumer interpretation.



6. _____ emphasize(s) that profitable marketing begins with the discovery and understanding of consumer needs and then develops a marketing mix to satisfy these needs.

a. The marketing concept

- b. The strategic plan
- c. The product influences
- d. The price influences.

7. _____ is one of the most basic influences on an individual's needs, wants, and behaviour.

- a. Brand
- b. Culture**
- c. Product
- d. Price

8. In terms of consumer behaviour; culture, social class, and reference group influences have

been related to purchase and _____.

- a. Economic situations
- b. Situational influences
- c. Consumption decisions**
- d. Physiological

9. Many sub-cultural barriers are decreasing because of mass communication, mass transit, and a

_____.

- a. Decline in the influence of religious values**
- b. Decline in communal influences
- c. Strong awareness of brands in the market
- d. Strong awareness of pricing policies in the market.

10. _____ develop on the basis of wealth, skills and power.

- a. Economical classes
- b. Purchasing communities
- c. Competitors
- d. Social classes.**



11. _____ (is) are transmitted through three basic organizations: the family, religious organizations, and educational institutions; and in today's society, educational institutions are playing an increasingly greater role in this regard.
- Consumer feedback
 - Marketing information systems
 - Market share estimates
 - Cultural values.**
12. In large nations, the population is bound to lose a lot of its homogeneity, and thus _____ arise.
- Multilingual needs
 - Cultures
 - Subcultures**
 - Product adaptation requirements
13. _____ are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.
- Multilingual needs
 - Cultures
 - Subcultures**
 - Product adaptation requirements.
14. Marketing managers should adapt the marketing mix to _____ and constantly monitor value changes and differences in both domestic and global markets.
- Sales strategies
 - Marketing concepts
 - Cultural values**
 - Brand images.
15. _____ has become increasingly important for developing a marketing strategy in recent years.
- Change in consumers' attitudes
 - Inflation of the dollar
 - The concept and the brand
 - Age groups, such as the teen market, baby boomers, and the mature market.**



16. Two of the most important psychological factors that impact consumer decision-making process are product _____ and product involvement.

- a. Marketing
- b. Strategy
- c. Price
- d. **Knowledge**

17. Which of the following is the most valuable piece of information for determining the social class of your best friend's parents?

- a. The number of years schooling that they had
- b. Their ethnic backgrounds
- c. Their combined annual income
- d. **Their occupations**

18. Changes in consumer values have been recognized by many business firms that have expanded their emphasis on _____ products.

- a. Latest technology
- b. **Timesaving, convenience-oriented**
- c. Health related
- d. Communication.

19. _____ refers to the information a consumer has stored in their memory about a product or service.

- a. **Cognitive dissonance**
- b. Product knowledge.
- c. Product research
- d. Marketing research.

20. Different social classes tend to have different attitudinal configurations and _____ that influence the behaviour of individual members.

- a. Personalities
- b. **Values**
- c. Finances
- d. Decision makers

21. _____ is the single factor that best indicates social class.

- a. Time
- b. **Money**



c. **Occupation**

d. Fashion

22. A person's _____ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behaviour.

- A) subculture
- B) family
- C) social class
- D) **reference groups**

23. _____ refers to the buying behaviour of final consumers.

- a. **Consumer buyer behaviour.**
- b. Target market buying
- c. Market segment buying
- d. Business buying behaviour

24. _____ is individuals and households who buy goods and services for personal consumption.

- a. The target market
- b. A market segment
- c. **The consumer market.**
- d. The ethnographic market.

25. Understanding consumer buying behaviour is not easy. The answers are often locked deep within the consumer's head. The central question for marketers is:

- a. How much money is the consumer willing to spend?
- b. How much does the consumer need the product being offered for sale?
- c. How much does a discount or a coupon affect the purchase rate?
- d. **How do consumers respond to various marketing efforts the company might use?**

26. The starting point in understanding how consumers respond to various marketing efforts the company might use is the:

- a. Lipinski model of buying behaviour.
- b. **Stimulus-response model of buyer behaviour.**
- c. Freudian model of buying behaviour.
- d. Maslow's model of life-cycle changes.



27. Social classes differ in media preferences, with upper-class consumers often preferring _____ and lower-class consumers often preferring television.
- movies
 - radio
 - video or computer games
 - magazines and books**
28. The family in a buyers life consisting of parents and siblings is the _____.
- family of procreation
 - family of influence
 - family of efficiency
 - family of orientation**
29. when smit was a high school student, he enjoyed rock music and regularly purchased hip clothing sported by his favorite rock band. However, five years later, when Smit became an accountant, his preference shifted toward formal clothing. Which of the following personal characteristics is likely to have had the most influence on Smit's preferences during his high school days?
- education
 - age**
 - income
 - gender
30. Marketers are always trying to spot _____ in order to discover new products that might be wanted.
- opinion graphers
 - dissonant groups
 - cultural shifts.**
 - benchmarks
31. The cultural shift toward _____ has resulted in more demand for casual clothing and simpler home furnishings.
- liberal political causes
 - conservative political causes
 - informality.**
 - downsizing
32. A _____ is a group of people with shared value systems based on common life experiences and situations.



- a. culture
- b. **subculture.**
- c. lifestyle composite
- d. social class

33. The greatest barrier to effectively marketing to the Asian American market is thought to be _____

- a. Reluctance to grant credit to this group.
- b. **Language and cultural traditions.**
- c. The urban nature of their neighbourhoods.
- d. Lack of a mass media that reaches this group.

34. Relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviours are called _____

- a. Cultures.
- b. Subcultures.
- c. **Social classes.**
- d. Social factors.

35. As a form of a reference group, the _____ are ones to which the individual wishes to belong.

- a. secondary groups
- b. facilitative groups
- c. primary groups
- d. **aspiration groups.**

36. The _____ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.

- a. facilitator
- b. referent actor
- c. **opinion leader.**
- d. social role player

37. Even though buying roles in the family change constantly, the _____ has traditionally been the main purchasing agent for the family.

- a. **Wife.**
- b. husband



- c. teenage children
- d. grandparent

38. A major reason for the changing traditional purchasing roles for families is that:

- a. The economic conditions are forcing more teens to work.
- b. **More women than ever hold jobs outside the home.**
- c. Children are spending more time on the Web.
- d. Men and women now shop together or “shop until you drop” for entertainment

39. Marriage, childbirth, and divorce constitute the _____ that shape the consumption pattern of individuals.

- A) psychological life cycle
- B) product life cycle
- C) social status
- D) **critical life events**

40. The stages through which families might pass as they mature over time is a description of what is called the

- a. Adoption process.
- b. Lifestyle cycle.
- c. Values and Lifestyle.
- d. **Family life cycle.**

41. A _____ is a person’s pattern of living as expressed in his or her activities, interests, and opinions.

- a. role
- b. status
- c. position
- d. **lifestyle.**

42. _____ is(are) a person’s unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.

- a. Psychographics
- b. **Personality.**
- c. Demographics
- d. Lifestyle



43. The basic premise of the _____ is that people's possessions contribute to and reflect their identities; that is, "we are what we have."

- a. lifestyle concept
- b. **self-concept.**
- c. personality concept
- d. cognitive concept

44. A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.

- a. **Motive.**
- b. want
- c. demand
- d. requirement

45. A good synonym for motive is a(n) _____.

- a. omen
- b. need
- c. **drive.**
- d. cue.

46. Consumers often choose and use brands that have a brand personality consistent with how they see themselves, also known as the _____

- A) **actual self-concept**
- B) ideal self-concept
- C) others' self-concept
- D) prohibitive self-concept

47. According to Maslow's Hierarchy of Needs, the lowest order of needs are called:

- a. Self-actualization needs.
- b. Social needs.
- c. Safety needs.
- d. **Physiological needs.**

48. According to Maslow's Hierarchy of Needs, the highest order of needs are called:

- a. **Self-actualization needs.**
- b. Social needs.



- c. Safety needs.
- d. Physiological needs.

49. _____ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

- a. Readiness
- b. Selectivity
- c. **Perception.**
- d. Motivation

50. Marketers who target consumers on the basis of their _____ believe that they can influence purchase behaviour by appealing to people's inner selves.

- A) **core values**
- B) sophistication
- C) money constrains
- D) social class

Unit 1: Answer Key

1-c	2-b	3-a	4-d	5-a	6-a	7-b	8-c	9-a	10-d
11-d	12-c	13-c	14-c	15-d	16-d	17-d	18-b	19-a	20-b
21-c	22-d	23-a	24-c	25-d	26-b	27-d	28-d	29-b	30-c
31-c	32-b	33-b	34-c	35-d	36-c	37-a	38-b	39-d	40-d
41-d	42-b	43-b	44-a	45-c	46-a	47-d	48-a	49-c	50-a

Unit 2: Consumer Decision making process

1. A _____ is a strong internal stimulus that calls for action.

- a. **Drive.**
- b. cue
- c. response
- d. perception.

2. If a consumer describes a car as being the "most economical car on the market," then this descriptor is _____

- a. Rule.
- b. Attitude.
- c. **Belief.**
- d. Cue.



3. If a consumer tells friends "I like my car more than any other car on the road," then the consumer has expressed an _____
- Rule.
 - Attitude.**
 - Belief.
 - Cue.
4. As Rita scans the yellow pages section of her phone book looking for a florist, she sees several other products and services advertised. Though interesting on first glance, she quickly returns to her primary task of finding a florist. The items that distracted her from her initial search were most likely stored in which of the following types of memory?
- Short-term memory**
 - Long-term memory
 - Middle memory
 - Subconscious memory
5. Which of the following is NOT one of the five stages of the buyer decision process?
- need recognition
 - brand identification.**
 - information search
 - purchase decision
6. According to the buyer decision process, the first stage is characterized as being one of _____
- Awareness.
 - Information search.
 - Need recognition.**
 - Demand formulation.
7. Which of the following is a situation in which consumer behavior occurs?
- communication situation
 - purchase situation
 - usage situation
 - All of the above**
8. The stage in the buyer decision process in which the consumer is aroused to search for more information is called _____



a. **Information search.**

- b. Evaluation of alternatives
- c. Search for needs
- d. Perceptual search.

9. The consumer can obtain information from any of several sources. If the consumer were to obtain information from handling, examining, or using the product, then the consumer would have obtained the information by using a(n)_____

- a. Personal source.
- b. Commercial source.
- c. Informative source.
- d. **Experiential source.**

10. How the consumer processes information to arrive at brand choices occurs during which stage of the buyer decision process?

- a. need recognition
- b. information search
- c. **evaluation of alternatives**
- d. purchase decision

11. The headline for the Rockport shoes ad reads, "I'm comfortable being the greatest that ever was or will be. Be comfortable. Uncompromised. Start with your feet." The ad shows a picture of Muhammad Ali, world famous boxer. In terms of Maslow's hierarchy, this ad was designed to appeal to the consumer's _____.

- A) Psychological needs
- B) Need for esteem
- C) **Safety needs**
- D) Self-actualization needs

12. With respect to post purchase behaviour, the larger the gap between expectations and performance:

- a. The greater likelihood of re-purchase.
- b. **The greater the customer's dissatisfaction.**
- c. The less likely the consumer will be influenced by advertising
- d. The less likely the consumer will need sales confirmation and support.

13. Cognitive dissonance occurs in which stage of the buyer decision process model?

- a. need recognition
- b. information search



- c. Evaluation of alternatives
- d. **post purchase conflict.**

14. Which of the following is an example of a social influence on consumer behaviour?

- A) **The fashion editor of Seventeen magazines writes that any teen who wants to be well-dressed for the first day of school must wear a shirt with polka dot tie.**
- B) The manufacturer of a line of aromatherapy candles markets them at very exclusive stores
- C) When Arne went to the store to buy a new dress for Easter, she decided not to buy anything because of the crowded conditions of the store
- D) Billie purchased a pair of Honey brand clogs instead of the Birkenstocks she wanted because the Birkenstocks were too expensive

15. The _____ is the mental process through which an individual passes from first hearing about an innovation to final adoption.

- a. **adoption process.**
- b. consumption process
- c. innovation process
- d. new product development

16. All of the following are part of the adoption process that consumers may go through when considering an innovation EXCEPT:

- a. Awareness.
- b. **Process.**
- c. Interest.
- d. Trial.

17. In terms of consumption decisions, middle class consumers prefer to _____

- A) Buy at a market that sells at a whole sale rates
- B) **Buy what is popular**
- C) Buy only the brands which sell at affordable prices
- D) Analyze the market and select the best at the lowest prices

18. What is the middle class concerned about?

- A) European travel and club memberships for tennis, golf, and swimming
- B) ~~Prestigious schooling facility for their children~~



C) **Fashion and buying what experts in the media recommend**

D) Buying only "value for money" products

19. If a company makes products and services for the purpose of reselling or renting them to others at a profit or for use in the production of other products and services, then the company is selling to the_____

- a. **Business market.**
- b. International market.
- c. Consumer market.
- d. Private sector market.

20. When demand comes (as it does in the business market) from the demand for consumer goods, this form of demand is called_____

- a. Kinked demand.
- b. Inelastic demand.
- c. Cyclical demand.
- d. **Derived demand.**

21. General Motors buys steel because consumers buy cars. If consumer demand for cars drops, so will General Motors' demand for steel. This is an example of the relationships found in_____

- a. Kinked demand.
- b. Inelastic demand.
- c. Cyclical demand.
- d. **Derived demand.**

22. The place in the business buying behaviour model where interpersonal and individual Influences might interact is called the_____

- a. Environment.
- b. **Response.**
- c. Stimuli.
- d. Buying centre.

23. In a _____, the buyer wants to change something about product specifications, prices, terms, or suppliers.

- a. habitual re buy
- b. straight re buy
- c. **modified re buy**
- d. new task buy



24. The stage of the business buying process where the buyer describes the characteristics and quantity of the needed item is called _____

- a. Problem recognition.
- b. **General need description.**
- c. Product specification.
- d. Proposal solicitation.

25. If a buying team is asked by the purchasing department to rank the importance of reliability, durability, price, and other attributes of an item, then the team is going through a business buying process stage called _____

- a. Problem recognition.
- b. **General need description.**
- c. Product specification.
- d. Proposal solicitation.

26. _____ is the stage of business buying where an organization decides on and specifies the best technical product characteristics for a needed item.

- a. Problem recognition
- b. General need description
- c. **Product specification**
- d. Proposal solicitation.

27. Factors such as supplier reputation for repair and servicing capabilities are important criteria for evaluation at which stage in the business buying process?

- a. problem recognition
- b. supplier search
- c. **supplier selection.**
- d. order-routine specification.

28. _____ is the definition of reference groups.

- a. Groups that an individual looks to when forming attitudes and opinions
- b. **Groups of people who have been referred to by someone they know**
- c. Groups of office colleagues
- d. Chat groups on the internet

29. For which of the following products would the reference group influence be the strongest?

- a. **A best-seller novel**



- b. A pickup truck.
- c. A loaf of bread
- d. A pair of jeans

30. Secondary reference groups include _____.

- a. Family and close friends
- b. Sports groups
- c. **Ethnic and religious groups**
- d. Fraternal organizations and professional associations.

31. As the mother of the groom, Ann was willing to wear the subdued-coloured, tailored suit that the bride had selected for the wedding until the sales clerk showed Ann a red offtheshoulder cocktail dress. Because the sales clerk kept telling Ann how great the dress looked and because the price of the dress was substantially lower than the suit Ann bought the dress to wear to the wedding. Assuming Ann really likes her son's fiancée and does not want to do anything to damage her relationship with him or his bride, Ann's decision to buy the red dress was a result of _____ influences.

- A) Economic
- B) **Marketing**
- C) Reference group
- D) Cultural

32. _____ describes changes in an individual's behaviour arising from experience.

- a. Modelling
- b. Motivation
- c. Perception
- d. **Learning.**

33. Marketing strategies are often designed to influence _____ and lead to profitable exchanges.

- A) **Consumer decision making**
- B) Sales strategies
- C) Advertising strategies



D) Export strategies

34. _____ refers to the information a consumer has stored in their memory about a product or service.

- A) Cognitive dissonance
- B) **Product knowledge**
- C) Product research
- D) Marketing research

35. One of the key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing.

- A) To make products easily visible and available
- B) To promote sales of products
- C) **To differentiate their products from those of competitors**
- D) To do marketing surveys

36. Terence doesn't really like grapefruit but when all of his friends ordered grapefruit martinis, he felt that to be part of the gang he needed to buy one for himself. Which situational influence explains Terence's purchase of a grapefruit martini?

- A) Its marketing mix
- B) Task features
- C) Current conditions
- D) **Social features**

37. _____ can influence the consumers' thoughts about products.

- A) Marketing and popularity
- B) **Advertising, sales promotions, salespeople, and publicity**
- C) Sales promotion, popularity, and marketing
- D) Billboards

38. If the purchase is for a high-involvement product, consumers are likely to develop a high degree of _____ so that they can be confident that the item they purchase is just right for them.

- A) Brand loyalty
- B) Society
- C) **Product knowledge**
- D) References



39. Because Carter was tired, he decided to go in the restaurant and order a cool drink a big piece of chocolate pie. Which situational influence most likely caused Carter's behavior?
- A) Task features
 - B) Social features
 - C) **Current conditions**
 - D) Physical features
40. Consumer purchases are influenced strongly by cultural, social, personal, and:
- A) psychographic characteristics.
 - B) **psychological characteristics.**
 - C) psychometric characteristics.
 - D) supply and demand characteristics.
41. The energizing force that activates behaviour and provides purpose and direction to that behaviour is known as _____.
- A) **motivation**
 - B) personality
 - C) emotion
 - D) perception
42. Kelly is hungry, and this inner force is making him search for the type of food he wants to eat. He decides that an Arby's roast beef sandwich will satisfy his hunger. This inner force that is compelling him to search for food is known as a(n) _____.
- A) **motive**
 - B) personality trait
 - C) emotion
 - D) perception
43. In Maslow's hierarchy of needs, food, water, sleep, and to an extent, sex, are considered _____ motives.
- A) safety
 - B) self-actualization
 - C) **physiological**
 - D) belongingness



44. Smoke detectors, preventive medicines, insurance, retirement investments, seat belts, burglar alarms, and sunscreen are all examples of products to satisfy consumers' _____ needs.
- A) **safety**
 - B) self-actualization
 - C) physiological
 - D) belongingness
45. Which need in Maslow's hierarchy reflects a desire for love, friendship, affiliation, and group acceptance?
- A) safety
 - B) self-actualization
 - C) physiological
 - D) **belongingness**
46. _____ of Maslow's needs reflects individuals' desires for status, superiority, self respect, and prestige?
- A) safety
 - B) self-actualization
 - C) physiological
 - D) **esteem**
47. Which of Maslow's needs involves the desire for self-fulfillment, to become all that one is capable of becoming?
- A) safety
 - B) **self-actualization**
 - C) physiological
 - D) belongingness
48. Primary reference groups include _____
- A) college students
 - B) office colleague
 - C) **family and close friends**
 - D) sports groups
49. _____ (is) are transmitted through three basic organizations: the family, religious organizations, and educational institutions; and in today's society, educational institutions are playing an increasingly greater role in this regard.
- A) Consumer feedback
 - B) Marketing information systems



- C) Market share estimates
- D) **Cultural values**

50. _____ is the definition of reference groups.

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Unit2: Answer Key

1-a	2-c	3-b	4-a	5-b	6-c	7-d	8-a	9-d	10-c
11-c	12-b	13-d	14-a	15-a	16-b	17-b	18-c	19-a	20-d
21-d	22-b	23-c	24-b	25-b	26-c	27-c	28-b	29-a	30-c
31-b	32-d	33-a	34-b	35-c	36-d	37-b	38-c	39-c	40-b
41-a	42-a	43-c	44-a	45-d	46-d	47-b	48-c	49-d	50-a

Unit 3: Basics to sales management and its organization

1. Which of the following statements about sales force management is true?
 - a. **The sales force is the firm's most direct link to the customer**
 - b. The statement, "The world will beat a path to your door if you build a better mousetrap," reflects how business operates today
 - c. As organizations implement the marketing concept, they soon realize how important it is to be sales-oriented
 - d. Personal selling is usually less expensive than advertising

2. The work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives is known as.....
 - a. Selling
 - b. Sales policy
 - c. Sales programme
 - d. **Sales planning**

3. Karen is studying the potential for selling her company's products in China. As part of her analysis, she is assessing the number, types and availability of wholesalers and retailers. Karen is studying the country's



- a. Natural conditions
 - b. Technological feasibility
 - c. Social and cultural norms
 - d. Distribution structure
 - e. Legal and political constraints
4. Which is not a strategic role of sales management?
 - a. Tracking
 - b. Reporting
 - c. **Delivery**
 - d. Optimizes distribution
 5. John, the sales manager for a building materials company, knows the customers in one profitable sales territory, are particularly hostile to women sales reps. John faces an ethical dilemma primarily in the area of:
 - a. Determining compensation and incentives
 - b. Equal treatment in hiring and promotion
 - c. Respect for individuals in supervisory and training programs
 - d. **Fairness in the assignment of sales territories**
 6. Which of the following is NOT an example of behavioural measures used to evaluate salespeople?
 - a. assessment of salesperson's attitude and attention to customers
 - b. product knowledge and selling and communication skills
 - c. appearance and professional demeanour
 - d. **accounts generated and profit achieved**
 7. Which are the most basic forms of the sales organization?
 - a. **Line sales organization**
 - b. Line and staff sales organization
 - c. Functional sales organization
 - d. None of the above
 8. Companies engage in sales training to:
 - A. increase absenteeism and turnover
 - B. increase selling costs
 - C. decrease sales volume
 - D. **change or reinforce behaviour that makes salespeople more efficient**



9. From management's point of view, what is the advantage of a straight salary compensation plan?
 - a. With a straight salary plan, selling costs are kept in proportion to sales.
 - b. **The straight salary plan is simple and economical to administer.**
 - c. With a straight salary plan, salespeople have the assurance of positive feedback.
 - d. A straight salary plan links performance to leadership style.

10. The most critical impact to a sales organization affected by down-sizing is that:
 - a. The sales team is de-motivated
 - b. The company must recalculate sales budgets
 - c. The sales workload must be redistributed
 - d. **Customers may change** suppliers due to severed relationship with salesperson

11. The three major tasks involved in the implementation stage of the sales management process are:
 - a. **salesforce recruitment** and selection, salesforce training, and salesforce motivation and compensation.
 - b. Developing account management policies, implementing the account management policies, correcting the account management policies.
 - c. Setting sales objectives, organizing the salesforce, and developing account management policies.
 - d. Organizing the salesforce, quantitative assessment, and follow-up.

12. An effective sales plan objective should be:
 - a. **Precise, measurable, and time specific.**
 - b. General, measurable, and flexible.
 - c. Profitable, subjective, and measurable.
 - d. Precise, profitable, and flexible.

13. If a company chooses to employ its own sales force, the three organizational structures it may use are:
 - a. Dollar volume, geography, and customer.
 - b. **Geography, customer,** and product.
 - c. Geography, market size, and product.
 - d. ~~Market size, product, and customer.~~



14. is teaching how to do the jobs.
 - a. Sales personnel
 - b. Sales target
 - c. Sales force **training**
 - d. Induction

15. In medium and large firms, one would find the.....types of organization
 - a. Line sales organization
 - b. **Line and staff sales organization**
 - c. Functional sales organization
 - d. None of the above

16. When commission is combined with a base salary it is known as.....
 - a. **Commission based compensation plans**
 - b. Straight salary compensation plan
 - c. Territory volume compensation plans
 - d. Profit margin/revenue based sales compensation plans

17. Research relating sales people's personal characteristics to sales aptitude and job performance suggests there is no single set of traits and abilities that sales managers can use as criteria for deciding what kind of recruits to hire is known as.....
 - a. **Job analysis**
 - b. Physical examination
 - c. Projective tests
 - d. Training

18. In which organizational structure, all sales personnel receive direction from, and are accountable to different executives, on different aspects of their work?
 - a. Line sales organization
 - b. Line and staff sales organization
 - c. **Functional sales organization**
 - d. None of the above

19. Which of the following WOULD NOT be a method of establishing sales force structure?
 - a. Territorial sales force structure.



- b. **Lifestyle sales force** structure.
 - c. Product sales force structure.
 - d. Customer sales force structure.
20. In which type of compensation plan there is no incentives?
- a. Commission based compensation plans
 - b. **Straight salary compensation plan**
 - c. Territory volume compensation plans
 - d. Profit margin/revenue based sales compensation plans
21. A company's compensation plan should reflect its overall marketing strategy. For example, if the strategy is to grow rapidly and gain market share, the compensation plan might include:
- a. Encouragement for team selling.
 - b. Rewards for account management.
 - c. **A larger commission component coupled with a new-account bonus to encourage high sales performance.**
 - d. Incentives to manage the product mix.
22. Tests of intelligence tests are known as.....
- a. Projective tests
 - b. Tests of habitual characteristics
 - c. **Tests of ability**
 - d. Achievement tests
23. Which of the following is not a forecasting technique?
- a. Judgemental
 - b. Time series
 - c. Time horizon
 - d. **Associative**
24. In which of the following forecasting technique, subjective inputs obtained from various sources are analyzed?
- a. **Judgemental forecast**
 - b. Time series forecast
 - c. Associative model
 - d. All of the above



25. In which of the following forecasting technique, data obtained from past experience is analyzed?
- a. Judgemental forecast
 - b. Time series forecast**
 - c. Associative model
 - d. All of the above
26. Delphi method is used for
- a. Judgemental forecast**
 - b. Time series forecast
 - c. Associative model
 - d. All of the above
27. Short term regular variations related to the calendar or time of day is known as
- a. Trend
 - b. Seasonality**
 - c. Cycles
 - d. Random variations
28. Sales forecasting involves
- a. sales planning
 - b. distribution channels
 - c. sales pricing
 - d. None of the above**
29. A fall in the market share implies
- a. business is wound up
 - b. competition has increased**
 - c. profit has gone up
 - d. prices are erratic
30. Telemarketing involves
- a. high level of motivation
 - b. event management
 - c. good communication skills**
 - d. door to door campaigns



31. To determine which customer accounts to call on, a firm needs to evaluate

- a. territory allocation
- b. commission schedules
- c. **geographic proximity to other accounts**
- d. reference checks

32. To maximize the performance of their field sales forces, companies should

- a. review staff expense accounts
- b. **retrain staff in sales techniques**
- c. develop a strong marketing plan
- d. develop a strong advertising plan

33. Which of the following is an advantage of using a commission form of sales compensation?

- a. **The salesperson will be highly motivated.**
- b. The salesperson will regularly collect sales data.
- c. Accounts will be serviced on a regular basis.
- d. Accounts will be more productive.

34. Qualifying a prospect is

- a. identical with checking references for an applicant
- b. determining which applicant to hire
- c. conducting an exit interview
- d. **determining if a prospect is interested in a product**

35. Projection on the basis of past records is a method of

- a. value analysis
- b. **sales forecasting**
- c. standard appraisal
- d. sales MBO

36. Matching the capabilities of the sales recruit to the needs of the organization is known as

- a. **congruence**
- b. realism
- c. selection



d. socialization

37. Which of the following personal selling approaches is designed to help customers reach strategic goals through use of products, services, and sales organization expertise?

- a. Problem solving
- b. **Consultative**
- c. Need satisfaction
- d. Mental states

38. Which of the following areas of training for sales managers is most frequently neglected?

- a. Forecasting and budgeting techniques
- b. Accounting principles
- c. Marketing principles
- d. **Management principles**

39. Sales performance evaluations are necessary to

- a. ensure management meets its goals
- b. supplement and enhance training
- c. **provide feedback to salespeople**
- d. keep salespeople on their toes

40. Sales management is most accurately defined as the:

- a. allocation of funds for promotion and advertising.
- b. recruiting, hiring or firing, and training of a company's sales force.
- c. segmentation and selection of target markets to be addressed by a company's sales force.
- d. **planning of the selling program and implementing and controlling the personal selling effort of the firm.**

41. Which of the following statements about personal selling is true?

- a. **Salespeople** are the company in consumers' eyes.
- b. Typically salespeople are a dominant force when a company's marketing relies on a pull strategy.
- c. In terms of the marketing mix, personal selling is part of distribution.
- d. The customer is the link between the company and its sales force.



e. All of the above statements about personal selling are true.

42. _____ involves the two-way flow of communication between a buyer and seller, designed to influence a person's or group's purchase decision, that can take place in person, over the telephone, through video conferencing and Internet/Web-enabled links between buyers and sellers.

- a. Interactive computerization
- b. Virtual advertising
- c. **Personal selling**
- d. Personal video recorders

43. Homestore.com is an online real estate company that allows agents to advertise their home listings on Homestore sites for a fee. Rather than cut out the middlemen and go straight to buyers, as so many early similar Web companies sought to do, Homestore included real estate agents. The company has a 200-person sales force that calls on real estate agents every day, educating agents as well as pushing subscriptions to Homestore's network of websites. How would you classify the Homestore salesforce?

- a. as rack jobbers
- b. as inside order takers
- c. **as order getters**
- d. as outside order takers

44. Which of the following activities is NOT typically a responsibility of an order taker?

- a. processing of routine orders
- b. complete transactions with customers
- c. **soliciting new accounts**
- d. answering simple questions

45. In the giftware industry sales representatives call on retailers that they have identified as prospects, provide these retailers with information about the products and how they might be displayed, and closes the sale. What kind of salesperson are you most likely to find working in the giftware industry?

- a. **order taker**
- b. order getter
- c. team salesperson
- d. sales engineer



46. The people at the Estee Lauder cosmetics counter of a department store are called:
- inside order takers.
 - outside order takers.**
 - inside order getters.
 - outside order getters.
47. Gathering information and deciding how to approach the prospect would be typically done at the _____ stage of the personal selling process
- prospecting
 - preapproach**
 - approach
 - presentation
48. Encyclopedia Britannica pays to have a business reply card bound into magazines adjacent to its advertisement. The ad asks people to return the card for more information on how its encyclopedias can help children do better in school. Encyclopedia Britannica is engaging in:
- cold-canvassing.
 - order taking.
 - sales follow-up.
 - prospecting.**
49. _____ involves adjusting the presentation to fit the selling situation, such as knowing when to offer solutions and when to ask for more information.
- Suggestive selling.
 - Formula selling.
 - Adaptive selling.**
 - Need-stimuli selling.
50. At the _____ stage in the personal selling process, a salesperson begins converting a prospect into a customer by creating a desire for the product or service.
- preapproach
 - approach
 - presentation
 - close**



Unit 3: Answer key

1-a	2-d	3-d	4-c	5-d	6-d	7-a	8-d	9-b	10-d
11-a	12-a	13-b	14-c	15-b	16-a	17-a	18-c	19-b	20-b
21-c	22-c	23-d	24-a	25-b	26-a	27-b	28-d	29-b	30-c
31-c	32-b	33-a	34-d	35-b	36-a	37-b	38-d	39-c	40-d
41-a	42-c	43-c	44-c	45-a	46-b	47-b	48-e	49-c	50-d

Unit 4: training, managing & motivating the sales force

- In which of the following sales situation is consultative selling most likely to occur?
A) Len sells raffle tickets for his Rotary Club.
B) The convenience store clerk sells Bernice a soda and some chips.
C) Alcoa buys logistics services from UPS.
D) The teacher buys Valentine's presents for her students.
E) **Jan buys a pair of Creed concert tickets over the phone.**
- A purchasing agent who has previously ordered from your company refuses to reorder on the grounds that "your deliveries are always late." You respond by courteously, "You're absolutely right, and I am going to make it my business to be sure that never happens again." Which method have you used to handle the customer's objection?
A) postponing
B) denying
C) **agreeing and neutralizing**
D) ignoring
- If during the sales presentation, the salesperson notes that the prospect's body language looks positive, he or she might try a(n) _____ close.
A) adaptive
B) **trial**
C) objection-related
D) follow-up
E) satisfaction
- A sales plan is a(n):



A) method of determining a fair and equitable compensation plan that considers more than simply sales revenue; it includes a weighted system for different types of items or different sized territories to cover.

B) method of identifying the target market that most closely meets the special skills of the sales force.

C) formula-based method for determining the size of a sales force that integrates the number of customers served, call frequency, call length, and available selling time to arrive at a sales force size figure.

D) **statement describing what is to be achieved and where and how the selling effort of salespeople is to be directed.**

5. The three types of sales force assessments are input-related, output-related, and:

A) team-related.

B) customer-focused.

C) need-based.

D) workload-based.

E) **behavioral-related.**

6. Clauss Cutlery sells knives to the floral industry. These knives are designed to slice through foam blocks, cut wire, and perform other similar tasks. It also sells cutting utensils to the meat-processing industry. These large heavy-duty blades can saw through carcasses quickly. Clauss also sells a line of cutting tools to people in the woodworking industry for sawing and shaping wood cutouts. Clauss Cutlery should use a _____ sales organization.

A) production

B) market size

C) **customer**

D) profit-based

E) geographic

7. Research on salesperson motivation suggests that what produces motivated salespeople is a clear job description, effective sales management practices, a personal need for achievement, and:

A) someone who micromanages him or her.

B) freedom to do one's own thing.

C) an unlimited expense account.

D) **proper compensation**, incentives, or rewards.

E) a higher-than-average salary.



8. Homestore.com is an online real estate company that allows agents to advertise their home listings on Homestore sites for a fee. The company has a 200-person sales force that calls on real estate agents every day, educating agents as well as pushing subscriptions to Homestore's network of websites. Homestore uses a combination compensation plan because it:

- A) wants to provide the highest level of motivation possible.
- B) was not sure its product was marketable, but it wanted to keep its salesforce long enough to test market the idea.
- C) **expects its salespeople to engage in a number of nonselling activities but still wants to reward them for their sales.**
- D) wanted its salespeople to avoid nonselling activities whenever possible.
- E) did not want its salespeople to feel pressured to make sales.

9. Before the salespeople for Ascom Timeplex, Inc., set out to make a sales call, they use their laptop computers to dial into the company's database. There, the salespeople can retrieve the latest price lists, engineering and configuring notes for each customer, and status reports on previous orders. The laptops can also be used to send customer orders to Ascom Timeplex headquarters in New Jersey. _____ helps make the Ascom Timeplex salespeople more efficient and more effective.

- A) Decentralization
- B) Field computerization
- C) **Sales force automation**
- D) A combination compensation plan
- E) Media convergence

10) Why is the sales manager's role so important to a company's success?

- a. Selling costs are very high
- b. Salespeople need to be kept in line
- c. Salespeople are usually de-motivated
- d. Salespeople have little impact on growing revenue
- e. Salespeople often are unethical
- f. **The sales force is the revenue generator for most businesses, and selling drives the Canadian economy**

11) A great sales leader will

- a. Place themselves above the team



- b. **Provide constructive feedback and encourage**
- c. Never mentor for fear of providing bad advice
- d. Communicate exclusively by email to ensure message is clear
- e. Refrain from celebrating with the team
- f. Let salespeople deal with internal organizational issues on their own

12) Key sales management activities include:

- a. Guiding new product testing
- b. **Reviewing sales performance from a previous period, identifying variances, and taking action based on variances**
- c. Preparing marketing budgets and allocating budget to service teams
- d. Determining the overall vision for the company
- e. Establishing the promotional mix for the organization
- f. Establishing the company channel affiliate relationships

13) Which of the following shifts in the customer marketplace has implications for sales management?

- a. **Rising customer expectations**
- b. Increasing supplier bases
- c. Decreasing customer power
- d. Focus on price
- e. Decrease in use of wholesalers
- f. Decrease in trade partnerships and alliances

14) This element is part of the model for Sales Force Management

- a. Developing a channel management program
- b. **Reviewing and evaluating sales performance**
- c. Conducting product P&L analysis
- d. Media buying
- e. Conducting inventory audits
- f. Establishing competitive positioning for sales

15) A key activity that a Sales Manager might do in a typical month is making sales calls with a salesperson. The main reason for this is to:

- a. Look for a reason to fire the salesperson
- b. Establish the sales manager as the account lead
- c. **Use joint sales calls as a training and coaching tool**



- d. Observe how the salesperson manages expense account
- e. Ensure that the salesperson is dressing appropriately
- f. Use as a role play opportunity

16) The major shifts in the customer marketplace that have implications for sales management include:

- a. Longer product and service cycles
- b. Decrease in competitor alliances
- c. Reduction in co-branding between companies
- d. Less focus on automating supply chain
- e. Lack of integration of marketing communication programs
- f. **Shorter product and service cycles**

17) Relationship selling approaches include:

- a. Creating a win/lose situation with customer
- b. **A focus on consultative selling**
- c. A focus on product selling
- d. Reducing price of product to build relationship
- e. Taking the customer to dinner often and giving them gifts
- f. Bringing in external consultants to build customer relationships

18) The most important competency a sales manager must possess is

- a. Being organized
- b. Understanding technology
- c. Training salespeople
- d. Understanding sales reports
- e. **Strategic planning and implementation**
- f. Keeping selling expenses under control

19) According to the text, what has been identified as Canada's key competitive advantage?

- a. Skilled labour pool
- b. Trade policies
- c. Communications infrastructure



- d. **Multiculturalism**
- e. Trade surplus
- f. Exchange value of Canadian dollar

- 20) This is a key consideration when determining the sales organization hierarchy
- a. The trend towards creating additional levels within an organization
 - b. The trend towards adding more sales managers
 - c. **The nature of product or service**
 - d. The size of the company is less important due to automation
 - e. The use of the internet to minimize geographic market coverage requirements
 - f. The fact that sales job titles are becoming less important

- 21) The levels of the sales management hierarchy include
- a. Sales level
 - b. Executive level
 - c. Product level
 - d. **Operational level**
 - e. Global level
 - f. Local level

- 22) According to the text, the major downside of promoting your top sales person to a sales manager position is:
- a. Top salespeople are disorganized
 - b. Top salespeople have poor interpersonal skills
 - c. Top salespeople don't know how to coach
 - d. Top salespeople will feel slighted being moved to management
 - e. **As a result of the promotion, you lose your best salesperson**
 - f. Top salespeople don't know how to train others

- 23) What is the best reason a sales manager is constantly focused on reviewing and evaluating sales performance?
- a. **To adjust to changing customer needs and modify strategic sales program**
 - b. To adapt to pricing changes
 - c. To validate budget expenditures
 - d. To complete sales performance reviews
 - e. To determine how many calls a sales person makes
 - f. To change the placement of company advertising



24) Which approach will help develop a strong trust between a sales manager and sales team?

- a. Watch everything your sales people do
- b. Remain in the background; don't be visible to your team
- c. Motivate your salespeople by telling them about the key company policies
- d. **Constantly recognize salespeople's accomplishments and motivate them with rewards**

- e. Don't treat salespeople as individuals
- f. Give salespeople the latitude to teach themselves and learn from their mistakes

25. These two major areas are considered critical outcomes from sales training.

- a. Improved scheduling and routing practices
- b. **Improved self-management and improved customer relationships**
- c. Improved budget control and sales funnel reporting
- d. Improved needs analysis and identifying concerns
- e. Improved sales reporting and funnel management
- f. Improved self-management and coaching

26. The greatest area of focus for sales training programs is:

- a. Time management
- b. Prospecting and cold calling
- c. Conducting product demonstrations
- d. **Selling skills**
- e. Account qualification
- f. Negotiating

27. The most critical element of training needs assessment in the sales training framework is:

- a. Profile analysis
- b. Analysis of attitudinal factors
- c. Assessment of knowledge factors
- d. Skills assessment
- e. Collecting sales results
- f. **Analyzing and benchmarking selling competencies and conducting a gap analysis**



28. Successful sales training programs are:

- a. **Based on clear and measurable objectives**
- b. Always "leader led" programs
- c. Reactive
- d. Focused on the "quick fix"
- e. Focused on product changes
- f. Computer based

29. An excellent way for a sales manager to determine training needs for an individual salesperson is to:

- a. Observe salesperson in a training program
- b. Talk to other salespeople
- c. Have the salesperson complete a survey
- d. Ask customers what to fix
- e. **Observe salesperson on sales calls**
- f. Observe salesperson in team meetings

30. The most important outcome of establishing training objectives is that they should:

- a. Help set training budget
- b. Help the manager justify the training
- c. **Help the sales manager prioritize what to focus on and how to deliver training to maximize effectiveness**
- d. Help convince the sales team to participate
- e. Help secure the training manager's time
- f. Help post-training evaluation

31. Your new salesperson is struggling to get out of the office, and he is 50% under his sales call quota for the month. What two training topic areas make the most sense to focus on in the training program for this salesperson?

- a. Company knowledge and budgeting
- b. Demonstrating products and goal-setting
- c. **Prospecting and time management**
- d. Closing techniques and time management
- e. Time management and budgeting
- f. Company and competitor knowledge



32. Your company will be launching a leading edge, brand new, complex product with several configurations and bundling options. What two training topic areas for your sales team make the most sense to focus on in the training program?

- a. Product knowledge & pricing**
- b. Competitor & company knowledge
- c. Communicating and time management
- d. Product knowledge and company history
- e. Pricing and decision-making
- f. Presenting / demonstrating and servicing customers

33. Your needs analysis has confirmed two things: calls and presentations per rep are above quota, and sales per rep are under quota. Your reps have been selling the same product for two years and they know their customers and competitors. Note: your demo centre is not being used. What two training topic areas for your sales team make the most sense to focus on in the training program?

- a. Product and customer
- b. Prospecting and approaching
- c. Budgeting and pricing
- d. Managing time and prospecting
- e. Managing time and managing territory
- f. Presenting / demonstrating and negotiating / closing**

34. In a results meeting with your sales team, virtually every rep is complaining that a new competitor is now showing up at a key account and they don't know what to do. Customers are refusing to buy, due to objections planted by the competitor. You all agree to create a training program to address this concern. What two training topic areas for your sales team make the most sense to focus on?

- a. Company and product knowledge
- b. Approaching and presenting / demonstrating
- c. Product and market knowledge
- d. Competitor and negotiating / closing**



- e. Time management and servicing customers
 - f. Company values and pricing
35. After thorough training needs assessment, you and your team agree that some additional product positioning and product demonstration training is quickly required. Everyone is busy and no-one wants to give up prime selling time. What approach would work best?
- a. **Lunch & Learn series over a week in demo centre led by sales manager, including a role-play segment.**
 - b. Lunch & Learn series over a week in a classroom led by an external trainer, including a role-play segment.
 - c. CD self-tutorial training program
 - d. On-line tutorial training program
 - e. Observational in-field training conducted by sales manager while on calls with reps
 - f. Classroom lecture by a motivational speaker
36. After thorough training needs assessment, you confirm that overcoming objections and closing sales is the "Achilles Heel" of your team. Before you became the sales manager, you were known as the "king of closers". Note: results are way off and the pressure is on to meet this quarter's sales objectives. What training approach would work best?
- a. CD-based training featuring closing techniques by sales manager
 - b. External training session with a closing guru scheduled in three months as part of a sales conference
 - c. **Sales manager-led closing techniques workshop including role-play segments**
 - d. Classroom session led by sales reps featuring review of current techniques
 - e. Web-casting session with your top product manager
 - f. Individual coaching sessions over the next month led by the sales manager
37. An ideal way to measure the success of a new product features-and-function training tutorial session would be to:
- a. ~~Written test at the end of the training session~~



b. Written test two weeks after the training session

- c. Role plays at end of session
- d. Role plays two weeks after the session
- e. A satisfaction survey at the end of the session
- f. A satisfaction survey two weeks after the session

38. Your sales training team has developed a new sales process training session that will be delivered in a classroom setting. What would be the best evaluation approach for this program?

- a. A satisfaction survey at end of the session
- b. A satisfaction survey two weeks after the session
- c. Written test at the end of the training session
- d. Written test two weeks after the training session
- e. Role-play sessions between salespeople at end of session plus a field observation checklist for the sales manager**
- f. A self-administered behavioural assessment checklist for the sales manager to complete for each salesperson

39. What would be two ideal topic areas at a sales leader training program for a new sales general manager responsible for the Canadian region?

a. Leading and motivating sales teams and conducting profit analysis by market segment

- b. Recruiting and organizing salespeople
- c. Evaluating salespeople and time management
- d. Time management and sales forecasting
- e. Recruiting and training salespeople
- f. Business ethics and conducting sales meetings

40. An example of a ideal ethical approach that a sales organization can put in place is:

- a. Firing a salesperson when he breaks the rules
- b. Pressuring reps to meet sales quotas
- c. Outsourcing sales function to independent agents



- d. Telling a sales rep to adhere to laws and competition act during hiring selection process
- e. Telling a buyer everything you don't like about a competitor
- f. Establishing ethics training that includes role-plays**

41. A key challenge for salespeople to develop character in today's business environment is:

- a. Many companies only focus on the end result**
- b. Salespeople are morally corrupt
- c. The laws governing marketing and sales activities are lacking
- d. Sales managers don't care about salespeople
- e. The pace of business has slowed down
- f. Customers will still buy from salespeople they don't trust

42. Most salespeople that face an unethical sales leadership team will:

- a. Quit
- b. Stay and reluctantly participate in the unethical behaviour**
- c. Blow the whistle on their bosses
- d. Tell their customer about the unethical practices
- e. Tell competitors so the sales management team will get exposed

43. A salesperson sees a colleague constantly exaggerate to customers regarding the benefits of a product and then copies that behaviour. What is the best approach for the sales manager to take?

- a. Document an approved approach
- b. Fire the salesperson
- c. Fire the sales colleague and fine the salesperson
- d. Fire both salespeople
- e. Meet with both salespeople and coach them on how to behave; document approach**
- f. Do nothing, as long as results are good

44. The most important element of making an ethical decision is:



- a. Pass out copies of "Competition Act"
- b. Evaluate alternatives
- c. Recognize that the ethical dilemma exists**
- d. Hire ethical people
- e. Have an ethical sales manager
- f. Hire an ethical ombudsman

45. A salesperson gives a customer a gift before a major deal to thank the customer for past business. What's the potential problem with this approach?

- a. The buyer might not like the gift
- b. This is considered reciprocity
- c. This is considered "tied-selling"
- d. This could be considered a bribe by the buyer**
- e. This is illegal
- f. The salesperson will have to give the client a gift after every deal

46. A common unethical practice by salespeople is:

- a. Showing up for work late
- b. Lying to the sales manager
- c. "Padding" the expense account**
- d. Using a company car after hours
- e. Paying for customer gifts with their own money
- f. Exposing unethical practices by sales colleagues

47. The best way to get salespeople to conform to ethical behaviour is to:

- a. Recognize and reward ethical behaviour and punish unethical behaviour.**
- b. Create a Code of Ethics
- c. Give a senior manager the title of Senior Ethics Advisor
- d. Publish Code of Ethics on company website
- e. Bring in a motivational speaker
- f. Fire unethical people but keep it quiet

48. This is good example of ethical behaviour by a salesperson:

- a. Promising a buyer that your own company will buy from them if you get the deal
- ~~b. Taking your customer on trips to Las Vegas~~



- c. Pointing out that a competitor has unethical salespeople
- d. Omitting the mandatory shipping cost from a price quote
- e. Being truthful about competitors and focusing on your own solutions**
- f. Giving a buyer a fabricated testimonial

49. The best approach a sales manager can take when an account is re-classified a "house account" to avoid unethical behaviour:

- a. Make sure any current deals are turned over immediately to the new salesperson
- b. Inform the current salesperson by email to avoid a confrontation
- c. Meet with the current account salesperson to discuss the transition, determine if switch will cause a short term loss of revenue, and offer to adjust accordingly**
- d. Encourage the current salesperson to quickly close any outstanding deals any way they can
- e. Tell the current salesperson the account will move in one week
- f. Only inform the salesperson taking over the account ahead of time to avoid unethical behaviour from the current salesperson

50. A common way for a salesperson to exhibit unethical behaviour is to:

- a. Blow the whistle on a co-worker cheating on expenses
- b. Record a sales order before the deal is completely signed off**
- c. Ask a sales manager for advice on dealing with a pushy customer
- d. Not spending 100% of the per-diem expense allowance for food while on the road
- e. Ignore the behaviour of another salesperson in the office who is behaving unethically
- f. Booking a doctor's appointment during work hours



Unit 4: Answer key

1-e	2-c	3-b	4-d	5-e	6-c	7-d	8-c	9-c	10-f
11-b	12-b	13-a	14-b	15-c	16-f	17-b	18-e	19-d	20-c
21-d	22-e	23-a	24-d	25-b	26-d	27-f	28-a	29-e	30-c
31-c	32-a	33-f	34-d	35-a	36-c	37-b	38-e	39-a	40-f
41-a	42-b	43-e	44-c	45-d	46-c	47-a	48-e	49-c	50-b