

Chapter 1

Student: _____

1. Integrated marketing communications focuses on coordinating video with radio advertising.

True False

2. Six Sigma selling programs are designed to reduce and eliminate errors in the selling system.

True False

3. A firm's products move from the manufacturer to the final user through a series of institutions called a production network.

True False

4. Normally, missionary salespeople and local distributor salespeople are intensively competitive with each other as each strives to take business away from the other.

True False

5. As a missionary salesperson, Joshua represents a large drug manufacturer and calls on physicians to explain the benefits to them of prescribing his firm's products for their patients.

True False

6. Selling capital goods to manufacturers is much easier than selling concert tickets for top name musical groups to consumers.

True False

7. After almost a century of research, scholars have finally identified a definitive profile of the personality characteristics of the ideal salesperson.

True False

8. European customers place more emphasis on the rapport developed with a salesperson, whereas U.S. firms look more at the size and reputation of the salesperson's company.

True False

9. As a field salesperson, Sheila schedules her sales calls, decides when she will do her paperwork, and, for the most part, controls her own time, and operates much like an independent entrepreneur.

True False

10. Because Pam sells oil-drilling equipment for Oil Field Technologies, and Harold is a salesperson at Dillard's department store, Harold will most likely earn more per year than Pam.

True False

11. Because more and more customers are demanding 24/7 service, selling firms need:

A. to schedule sales people's work hours in 24 hour blocks

B. to be available 24 hours a day, seven days a week

C. more salespeople

D. greater integrated marketing communications

E. All of these

12. The text defines personal selling as a business activity involving a person-to-person communication process during which a seller:
- A. promotes the success of their products to gain the sale.
 - B. focuses on the short-term profit of the seller and the long-term value to the customer.
 - C. uncovers and satisfies the needs of a buyer to the mutual long-term benefit of both
 - D. parties.
 - E. uses economic adaptive learning to address the macro financial needs of the customer.
 - F. sacrifices the satisfaction needs of employers and employees to create value for the customer.
13. Personal selling includes all of the following EXCEPT:
- A. credit analysis
 - B. building relationships with customers
 - C. offering information
 - D. helping customers identify problems
 - E. after-the-sale service
14. Ryan is training his new salespeople. He is trying to dispel the myth the role of sales people is to "sell refrigerators to Eskimos." He tells his salespeople that they need to be a customer-centric organization that helps customers:
- A. Identify problems
 - B. Find information to about potential solutions
 - C. By providing after-the-sale service
 - D. By making the customer the center of their efforts
 - E. All of these

15. Valerie's goal as a sales rep is to add _____, which is the total benefit that her company's products and services provide to the buyer.
- A. Creativity
 - B. Relationships
 - C. Mission-driven maximization
 - D. Value
 - E. Go-to-market success
16. Which of the following statements most describes someone engaged in personal selling?
- A. The governor directs the state's legislature to enact a law that provides more legal protection for abused children.
 - B. Jackson's parents loan him \$1,000 to repair his car.
 - C. A mother removes her children for misbehaving at the restaurant.
 - D. Vivian interviews for a job she really wants.
 - E. Your professor gives you a choice of essay or multiple choice questions.
17. Gwen is considering how to sell her new product. She is considering Internet sales, hiring sales reps, using a manufacturer's rep, and several other options. Gwen is considering her:
- A. Multi-channel mission
 - B. Go-to-market strategies
 - C. Customer-centric circle
 - D. Lifetime marketing value
 - E. Emotional versus intellectual challenge

18. Sandra has decided to hire her own sales force as the sole method of marketing her products. She has decided to use a _____ strategy.
- A. Public relations
 - B. Customer value
 - C. Sales-force intensive
 - D. Missionary
 - E. All of these
19. The primary vehicle for providing unpaid personal communications to customers is:
- A. publicity
 - B. print advertising
 - C. word of mouth
 - D. broadcast advertising
 - E. the salesperson
20. One of the advantages of personal selling is it is the most _____ method used to communicate with customers.
- A. creditable
 - B. controlled
 - C. desirable
 - D. defensive
 - E. flexible

21. The reason information supplied through publicity is usually considered to be more credible than information supplied by a salesperson is:
- A. salespeople are considered unethical.
 - B. the information is communicated by sources perceived to be independent.
 - C. information communicated by salespeople can be changed to fit the situation.
 - D. publicity costs more than personal selling.
 - E. organizations have more control over when information is disseminated through publicity.
22. Even though personal selling is the most expensive method of communication on a per person reached basis, businesses continue to use personal selling because of advantages in:
- A. flexibility and control
 - B. cost
 - C. credibility
 - D. efficiency
 - E. referral
23. To promote their products, Valerie's firm has always depended solely on advertising in the local newspaper and occasional direct mail programs. Valerie suggests using integrated marketing communications because:
- A. no single communication vehicle is free of weaknesses
 - B. all organizations are doing so
 - C. a sustainable competitive advantage can only be derived from alternative advertising
 - D. it will lengthen their channels of distribution
 - E. it will serve as a competitive intelligence tool

24. Advance Machine Company makes industrial-strength floor cleaning equipment. In support of its sales force, it ran ads in trade journals aimed at supermarkets, entertainment venues, educational institutions, and other places that have a lot of foot traffic. It created an Internet website for customers to come and look at what type of products it sold. It set up a toll free number for clients to call and created a direct marketing piece that offered discounts and rebates on orders.

Advance Machine Company used:

- A. dyadic communication to reach its potential customers
- B. feedback to qualify leads
- C. integrated marketing communications
- D. a decentralized promotions organization
- E. any means possible to circumvent its sales force

25. Integrated marketing communications is a program to coordinate all of the following marketing efforts EXCEPT:

- A. personal selling
- B. advertising
- C. sales promotion
- D. word-of-mouth
- E. production

26. When Disney Company releases a new the movie, they usually advertise on television, give out sales promotion items at fast-food restaurants, create a website for the film, hold special showings of the movie, and encourage people to talk about the movie. This coordination of all these efforts is called:

- A. generative marketing
- B. tactical marketing
- C. integrated marketing communications
- D. the marketing concept
- E. relationship marketing

27. On average, salespeople spend less than ____ percent of their time in face-to-face meetings with customers.

- A. 95
- B. 75
- C. 55
- D. 35
- E. 15

28. Which of the following statements about how salespeople spend their time each week is true?

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

29. Alexandra has just returned from a sales training program focusing on eliminating errors in the selling process through attention to details and effective communication. Alexandra has just received _____ training.

- A. 24/7
- B. Six Sigma
- C. missionary sales
- D. Go-To-Market
- E. CRM

30. Jerry was Zip's Business Services top salesperson. He often sold as much as the rest of the sales staff. After many years, he left for a better offer with a competing firm. Many of Zip's customers moved with Jerry. This illustrates in relationship marketing:

- A. companies control the flow of sales
- B. customers prefer loyal salespeople
- C. customers often have greater loyalty to salespeople than to the firms they represent
- D. companies need to pay salespeople more commission
- E. customers are unpredictable, requiring sales organizations to adjust strategies as environmental factors alter the marketing landscape

31. It's early on a Friday morning, and before she goes out to see any of her customers, Ruth is in her company's warehouse checking to make sure deliveries scheduled for some of her customers went out earlier in the week. This activity is a component of which sales activity?

- A. partnering
- B. internal selling
- C. servicing customers
- D. waiting
- E. reporting

32. Salespeople are the _____ of a company in the marketplace.

- A. brains and muscle
- B. feet and nose
- C. voice and arms
- D. eyes and ears
- E. total body representative

33. After making two major sales calls Jenneau spent time in her hotel room submitting information about the calls over the Internet to her company. Jenneau was providing information to her firm's:

- A. distribution channel efficacy system
- B. customer relationship management system
- C. business simulation system
- D. NAICS control center system
- E. situational management system

34. The set of people and organizations responsible for the flow of products and services from producer to ultimate consumer is called a firm's:
- A. selling function
 - B. sales channel
 - C. marketing organization
 - D. distribution channel
 - E. sales organization
35. Hampstead Fire Safety Equipment employees who sell to its network of distributors are known as:
- A. distributor salespeople
 - B. trade salespeople
 - C. runners
 - D. manufacturers' agents
 - E. retail salespeople
36. Pacific Rim sells outdoor furniture, garden and patio accessories, baskets, floral arrangements, and pottery to retail garden nurseries. Its salespeople would be correctly called:
- A. distributor salespeople
 - B. trade salespeople
 - C. runners
 - D. manufacturers' agents
 - E. retail salespeople

37. Laura works for Seminole Textiles. In her job, she calls on upholsterers, towel and sheet manufacturers and other customers of the Seminole distributors to encourage them to use more Seminole textiles (which they would order from their distributor, not directly from Seminole.) Laura is a:

- A. distributor rep
- B. trade salesperson
- C. missionary salesperson
- D. trade partner
- E. retail salesperson

38. Missionary salespeople:

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

39. Manufacturers' Representatives, Inc. (MRI) is an independent company that employs sales representatives to sell products from a number of producers. MRI's sales reps sell the products to wholesalers and retailers. MRI receives a commission from the producers for the products it sells. MRI is an example of a:

- A. manufacturers' agent
- B. selling agent
- C. missionary sales agency
- D. partnership selling strategy
- E. production agent

40. Manufacturers' agents:

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

41. Which of the following statements about salesperson relationships with customers and prospects is true?

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

42. The Frito-Lay salesperson who drives a truck to a store, checks the store's stock of Frito-Lay products, determines what the store needs and gets the manager's permission to place that stock in the store is:

- A. creating alternatives
- B. an inside salesperson
- C. a missionary salesperson
- D. selling intangibles
- E. taking orders

43. Salespeople who spend most of their time selling their company's products in the customer's place of business are:

- A. missionary salespeople
- B. inside salespeople
- C. obsolete in the partnering era
- D. field salespeople
- E. None of these

44. Luis works for USAA, an insurance company headquartered in San Antonio. Luis is employed in the firm's telemarketing center where he answers customers' calls to the firm's 1-800 number about buying insurance. Luis is an example of a(n):

- A. inside salesperson
- B. production era salesperson
- C. field salesperson
- D. tangible product salesperson
- E. missionary salesperson

45. Which of the following products would most likely be the hardest for a new salesperson to sell?
- A. photocopier machines
 - B. horse trailers
 - C. management consulting services
 - D. wooden building trusses
 - E. restaurant tablecloths
46. Frederica sells products to businesses which are purchased infrequently and usually involve a group making the purchase decision. Frederica sells:
- A. capital goods
 - B. MRO supplies
 - C. services
 - D. retail products
 - E. None of these
47. Betty checks her e-mail at 6 AM, returns messages and telephone calls from customers by 8 AM, meets with customers during the day and then processes sales at home in the evening. Betty displays the characteristic of successful salespeople of:
- A. always being honest with her customers
 - B. being a "self-starter"
 - C. viewing her relationships with customers as a partnership
 - D. adjusting her presentations to her customers as individuals
 - E. being very perceptive

48. A salesperson will find that he or she is called upon to use the greatest creativity when:
- A. selling to new prospects rather than present customers
 - B. selling office furniture rather than business insurance
 - C. receiving customer orders in the firm's telemarketing center rather than going to the customer's place of business
 - D. selling repairs on a company's existing photocopying machine rather than persuading the firm to buy a new copier
 - E. selling to consumers who are buying vegetables rather than a new home
49. Which of the following is a characteristic of a successful salesperson?
- A. able to work well with very little direct supervision
 - B. good communicator
 - C. knows a lot about his or her own product and competitors' products
 - D. ability to use information technology
 - E. All of these
50. Opal is a salesperson for a wholesaler. There are many retailers in her territory and she says, "No two are alike. I must adjust my way of communicating to their different styles. Some are strictly business. Others like to talk about their families or sports before I discuss my company's products." Opal's approach illustrates which characteristic of a successful salesperson?
- A. ethical
 - B. flexibility
 - C. knowledge
 - D. dependability
 - E. motivation

51. Why does personal selling work better than other communications options available to firms selling in the business-to-business market?

- A. Personal selling employs more people in the U.S. than advertising
- B. Salespeople are able to tailor unique messages for each prospective buyer
- C. U.S. firms have become particularly adept at hiring "born" salespeople
- D. Personal selling is the most expensive form of promotion
- E. Salespeople are proficient in all aspects of new product development

52. Personal selling is a more effective communication method than advertising because:

- A. salespeople are so closely supervised
- B. salespeople can become very persuasive since they give an identical sales presentation to so many different people
- C. salespeople rely on puffery
- D. salespeople can change their message if they find their customers are losing interest
- E. salespeople are accurately described by all of these

53. Customers constantly consult with Kathy, Hump & Pack's sales representative, regarding installation problems, new product ideas, and other issues because she offers unique, imaginative ideas. Customers value Kathy's _____.

- A. honesty
- B. emotional intelligence
- C. discreetness
- D. creativity
- E. behavioral intellect

54. John, the dynamic sales manager at Pulverize Construction Company, often solicits the ideas of his salespeople. John also has been known to ridicule suggestions from his staff. John is hampering the flow of _____ in his organization.

- A. craftsmanship
- B. creativity
- C. character
- D. charisma
- E. charm

55. _____ is the ability to effectively understand and use one's own emotions and the emotions of people with whom one interacts.

- A. Emotional intelligence
- B. Adaptive learning
- C. Environmental awareness
- D. Generative learning
- E. Behavioral intelligence

56. When LeAnn called on a long-time customer, she realized that the man was upset and took the time to listen to his problem. She was able to sympathize with the customer's recent loss of a pet by using her:

- A. emotional intelligence
- B. adaptive learning
- C. environmental awareness
- D. generative learning
- E. behavioral intelligence

57. Which of the following is NOT one of the aspects of emotional intelligence?

- A. knowing one's own feelings and emotions as they are experienced
- B. controlling one's emotions to avoid acting impulsively
- C. controlling customer's emotions to avoid conflict
- D. recognizing customer's emotions
- E. using one's emotions to interact effectively with customers

58. The skills required to be a successful salesperson:

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

59. Over half of all sales positions in the United States are in _____ sales.

- A. real estate
- B. insurance
- C. retail
- D. securities
- E. manufacturer's rep

60. A person who _____ would probably find a career in sales attractive.

- A. wanted a nine-to-five job
- B. wanted to work in an office
- C. was not motivated by financial rewards
- D. liked independence and was willing to take responsibility
- E. did not like to take responsibility

61. Salespeople are like entrepreneurs because:

- A. they do not have to invest in themselves
- B. integrated marketing communications eliminates investment risk
- C. manufacturers trust salespeople to be corporate-centric
- D. of the unusual freedom and flexibility in doing their jobs.

62. The partnering landscape refers to understanding of the:

- A. knowledge and skills of selling
- B. nature, role, and rewards of selling
- C. the development process of selling
- D. formal negotiating techniques in selling
- E. sales manager's role in selling

63. How is being customer-centric different from the stereotype image of salespeople?

64. Chapter 1 includes a cartoon showing a salesman selling refrigerators to Eskimos. What does this cartoon convey about selling?

65. Compare personal selling with other marketing communications methods in terms of control, flexibility, credibility, and cost.

66. Why do companies spend money on personal selling when there are so many less expensive alternatives?

67. Why do many organizations use integrated marketing communications?

68. Respond to the statement, "salespeople are just order takers."

69. Stephanie is asked to create a customer relationship management system for your company.

What information will she include in the system typically provided by salespeople?

70. What six factors are used to describe sales jobs?

71. How do field salespeople differ from inside salespeople?

72. List the four aspects of emotional intelligence.

73. How would you respond to the following statement? "I'm just going to have to take a sales job until I find a more interesting and more promising career opportunity."

74. Relative to advertising, what is the major advantage and disadvantage of personal selling?

75. Relative to publicity, what are the major advantages and disadvantages of personal selling?

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

77. What does it mean to say salespeople are account team managers?

78. What is the role of missionary salespeople?

79. What are manufacturer's agents?

80. What factors influence the type of sales jobs?

81. As a sales job category, what tasks do missionary salespeople perform?

82. Describe the personality profile for the ideal salesperson.

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

84. What sales situations require greater creativity?

85. What influences the financial rewards in selling?

Chapter 1 Key

1. Integrated marketing communications focuses on coordinating video with radio advertising.

(p. 7)

FALSE

Difficulty: Easy

Weitz - Chapter 01 #1

2. Six Sigma selling programs are designed to reduce and eliminate errors in the selling system.

(p. 9)

TRUE

Difficulty: Hard

Weitz - Chapter 01 #2

3. A firm's products move from the manufacturer to the final user through a series of institutions called a production network.

(p. 10)

FALSE

Difficulty: Medium

Weitz - Chapter 01 #3

4. Normally, missionary salespeople and local distributor salespeople are intensively competitive with each other as each strives to take business away from the other.

(p. 10)

FALSE

Difficulty: Medium

Weitz - Chapter 01 #4

5. As a missionary salesperson, Joshua represents a large drug manufacturer and calls on
(p. 10) physicians to explain the benefits to them of prescribing his firm's products for their patients.

TRUE

Difficulty: Medium
Weitz - Chapter 01 #5

6. Selling capital goods to manufacturers is much easier than selling concert tickets for top name
(p. 10) musical groups to consumers.

FALSE

Difficulty: Easy
Weitz - Chapter 01 #6

7. After almost a century of research, scholars have finally identified a definitive profile of the
(p. 15) personality characteristics of the ideal salesperson.

FALSE

Difficulty: Easy
Weitz - Chapter 01 #7

8. European customers place more emphasis on the rapport developed with a salesperson,
(p. 17) whereas U.S. firms look more at the size and reputation of the salesperson's company.

TRUE

Difficulty: Medium
Weitz - Chapter 01 #8

9. As a field salesperson, Sheila schedules her sales calls, decides when she will do her paperwork, and, for the most part, controls her own time, and operates much like an independent entrepreneur.

(p. 18)

TRUE

Difficulty: Easy
Weitz - Chapter 01 #9

10. Because Pam sells oil-drilling equipment for Oil Field Technologies, and Harold is a salesperson at Dillard's department store, Harold will most likely earn more per year than Pam.

(p. 19)

FALSE

Difficulty: Medium
Weitz - Chapter 01 #10

11. Because more and more customers are demanding 24/7 service, selling firms need:

(p. 5)

- A. to schedule sales people's work hours in 24 hour blocks
- B.** to be available 24 hours a day, seven days a week
- C. more salespeople
- D. greater integrated marketing communications
- E. All of these

Difficulty: Easy
Weitz - Chapter 01 #11

12. The text defines personal selling as a business activity involving a person-to-person communication process during which a seller:

(p. 4)

- A. promotes the success of their products to gain the sale.
- B. focuses on the short-term profit of the seller and the long-term value to the customer.
- C. uncovers and satisfies the needs of a buyer to the mutual long-term benefit of both
- D. parties.
- E. uses economic adaptive learning to address the macro financial needs of the customer.
- F. sacrifices the satisfaction needs of employers and employees to create value for the customer.

Difficulty: Medium

Weitz - Chapter 01 #12

13. Personal selling includes all of the following EXCEPT:

(p. 4)

- A. credit analysis
- B. building relationships with customers
- C. offering information
- D. helping customers identify problems
- E. after-the-sale service

Difficulty: Easy

Weitz - Chapter 01 #13

14. Ryan is training his new salespeople. He is trying to dispel the myth the role of sales people is to "sell refrigerators to Eskimos." He tells his salespeople that they need to be a customer-centric organization that helps customers:

(p. 4)

- A. Identify problems
- B. Find information to about potential solutions
- C. By providing after-the-sale service
- D. By making the customer the center of their efforts
- E. All of these

Difficulty: Easy

Weitz - Chapter 01 #14

15. Valerie's goal as a sales rep is to add _____, which is the total benefit that her company's products and services provide to the buyer.

(p. 5

Available)

- A. Creativity
- B. Relationships
- C. Mission-driven maximization
- D. Value
- E. Go-to-market success

Difficulty: Easy

Weitz - Chapter 01 #15

16. Which of the following statements most describes someone engaged in personal selling?

(p. 5-6)

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

Difficulty: Medium

Weitz - Chapter 01 #16

17. Gwen is considering how to sell her new product. She is considering Internet sales, hiring sales reps, using a manufacturer's rep, and several other options. Gwen is considering her:

(p. 6)

- A. Multi-channel mission
- B.** Go-to-market strategies
- C. Customer-centric circle
- D. Lifetime marketing value
- E. Emotional versus intellectual challenge

Difficulty: Medium

Weitz - Chapter 01 #17

18. Sandra has decided to hire her own sales force as the sole method of marketing her products.

(p. 6) She has decided to use a _____ strategy.

- A. Public relations
- B. Customer value
- C. Sales-force intensive
- D. Missionary
- E. All of these

Difficulty: Easy

Weitz - Chapter 01 #18

19. The primary vehicle for providing unpaid personal communications to customers is:

(p. 7)

- A. publicity
- B. print advertising
- C. word of mouth
- D. broadcast advertising
- E. the salesperson

Difficulty: Easy

Weitz - Chapter 01 #19

20. One of the advantages of personal selling is it is the most _____ method used to communicate with customers.

(p. 7)

- A. creditable
- B. controlled
- C. desirable
- D. defensive
- E.** flexible

Difficulty: Easy

Weitz - Chapter 01 #20

21. The reason information supplied through publicity is usually considered to be more credible than information supplied by a salesperson is:

(p. 7)

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

Difficulty: Easy

Weitz - Chapter 01 #21

22. Even though personal selling is the most expensive method of communication on a per person reached basis, businesses continue to use personal selling because of advantages in:

(p. 7)

A. flexibility and control

B. cost

C. credibility

D. efficiency

E. referral

Difficulty: Easy

Weitz - Chapter 01 #22

23. To promote their products, Valerie's firm has always depended solely on advertising in the local newspaper and occasional direct mail programs. Valerie suggests using integrated marketing communications because:

(p. 7)

A. no single communication vehicle is free of weaknesses

B. all organizations are doing so

C. a sustainable competitive advantage can only be derived from alternative advertising

D. it will lengthen their channels of distribution

E. it will serve as a competitive intelligence tool

Difficulty: Medium

Weitz - Chapter 01 #23

24. Advance Machine Company makes industrial-strength floor cleaning equipment. In support of its sales force, it ran ads in trade journals aimed at supermarkets, entertainment venues, educational institutions, and other places that have a lot of foot traffic. It created an Internet website for customers to come and look at what type of products it sold. It set up a toll free number for clients to call and created a direct marketing piece that offered discounts and rebates on orders. Advance Machine Company used:

(p. 7)

- A. dyadic communication to reach its potential customers
- B. feedback to qualify leads
- C. integrated marketing communications
- D. a decentralized promotions organization
- E. any means possible to circumvent its sales force

Difficulty: Medium

Weitz - Chapter 01 #24

25. Integrated marketing communications is a program to coordinate all of the following marketing efforts EXCEPT:

(p. 7)

- A. personal selling
- B. advertising
- C. sales promotion
- D. word-of-mouth
- E. production

Difficulty: Easy

Weitz - Chapter 01 #25

26. When Disney Company releases a new the movie, they usually advertise on television, give out sales promotion items at fast-food restaurants, create a website for the film, hold special showings of the movie, and encourage people to talk about the movie. This coordination of all these efforts is called:

(p. 7)

- A. generative marketing
- B. tactical marketing
- C. integrated marketing communications
- D. the marketing concept
- E. relationship marketing

Difficulty: Medium

Weitz - Chapter 01 #26

27. On average, salespeople spend less than ____ percent of their time in face-to-face meetings with customers.

(p. 8)

- A. 95
- B. 75
- C. 55
- D. 35
- E. 15

Difficulty: Medium

Weitz - Chapter 01 #27

28. Which of the following statements about how salespeople spend their time each week is true?

(p. 8)

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

Difficulty: Medium

Weitz - Chapter 01 #28

29. Alexandra has just returned from a sales training program focusing on eliminating errors in the selling process through attention to details and effective communication. Alexandra has just received _____ training.

(p. 9)

- A. 24/7
- B.** Six Sigma
- C. missionary sales
- D. Go-To-Market
- E. CRM

Difficulty: Moderate

Weitz - Chapter 01 #29

30. Jerry was Zip's Business Services top salesperson. He often sold as much as the rest of the sales staff. After many years, he left for a better offer with a competing firm. Many of Zip's customers moved with Jerry. This illustrates in relationship marketing:

(p. 9)

- A. companies control the flow of sales
- B. customers prefer loyal salespeople
- C. customers often have greater loyalty to salespeople than to the firms they represent
- D. companies need to pay salespeople more commission
- E. customers are unpredictable, requiring sales organizations to adjust strategies as environmental factors alter the marketing landscape

Difficulty: Medium

Weitz - Chapter 01 #30

31. It's early on a Friday morning, and before she goes out to see any of her customers, Ruth is in her company's warehouse checking to make sure deliveries scheduled for some of her customers went out earlier in the week. This activity is a component of which sales activity?

(p. 9)

- A. partnering
- B. internal selling
- C. servicing customers
- D. waiting
- E. reporting

Difficulty: Medium

Weitz - Chapter 01 #31

32. Salespeople are the _____ of a company in the marketplace.

(p. 10)

- A. brains and muscle
- B. feet and nose
- C. voice and arms
- D.** eyes and ears
- E. total body representative

Difficulty: Medium

Weitz - Chapter 01 #32

33. After making two major sales calls Jenneau spent time in her hotel room submitting information about the calls over the Internet to her company. Jenneau was providing information to her firm's:

(p. 10)

- A. distribution channel efficacy system
- B.** customer relationship management system
- C. business simulation system
- D. NAICS control center system
- E. situational management system

Difficulty: Medium

Weitz - Chapter 01 #33

34. The set of people and organizations responsible for the flow of products and services from
(p. 10) producer to ultimate consumer is called a firm's:

- A. selling function
- B. sales channel
- C. marketing organization
- D.** distribution channel
- E. sales organization

Difficulty: Medium

Weitz - Chapter 01 #34

35. Hampstead Fire Safety Equipment employees who sell to its network of distributors are known
(p. 10) as:

- A. distributor salespeople
- B.** trade salespeople
- C. runners
- D. manufacturers' agents
- E. retail salespeople

Difficulty: Medium

Weitz - Chapter 01 #35

36. Pacific Rim sells outdoor furniture, garden and patio accessories, baskets, floral arrangements, and pottery to retail garden nurseries. Its salespeople would be correctly called:

(p. 10)

- A. distributor salespeople
- B. trade salespeople**
- C. runners
- D. manufacturers' agents
- E. retail salespeople

Difficulty: Medium

Weitz - Chapter 01 #36

37. Laura works for Seminole Textiles. In her job, she calls on upholsterers, towel and sheet manufacturers and other customers of the Seminole distributors to encourage them to use more Seminole textiles (which they would order from their distributor, not directly from Seminole.) Laura is a:

(p. 10)

- A. distributor rep
- B. trade salesperson
- C. missionary salesperson**
- D. trade partner
- E. retail salesperson

Difficulty: Easy

Weitz - Chapter 01 #37

38. Missionary salespeople:

(p. 10)

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

Difficulty: Easy

Weitz - Chapter 01 #38

39. Manufacturers' Representatives, Inc. (MRI) is an independent company that employs sales

(p. 10)

representatives to sell products from a number of producers. MRI's sales reps sell the products to wholesalers and retailers. MRI receives a commission from the producers for the products it sells. MRI is an example of a:

- A. manufacturers' agent
- B. selling agent
- C. missionary sales agency
- D. partnership selling strategy
- E. production agent

Difficulty: Hard

Weitz - Chapter 01 #39

40. Manufacturers' agents:

(p. 10)

Available)

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

Difficulty: Easy

Weitz - Chapter 01 #40

41. Which of the following statements about salesperson relationships with customers and prospects is true?

(p. 12)

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

Difficulty: Hard

Weitz - Chapter 01 #41

42. The Frito-Lay salesperson who drives a truck to a store, checks the store's stock of Frito-Lay products, determines what the store needs and gets the manager's permission to place that stock in the store is:

(p. 12)

- A. creating alternatives
- B. an inside salesperson
- C. a missionary salesperson
- D. selling intangibles
- E. taking orders

Difficulty: Easy

Weitz - Chapter 01 #42

43. Salespeople who spend most of their time selling their company's products in the customer's place of business are:

(p. 13)

- A. missionary salespeople
- B. inside salespeople
- C. obsolete in the partnering era
- D. field salespeople
- E. None of these

Difficulty: Easy

Weitz - Chapter 01 #43

44. Luis works for USAA, an insurance company headquartered in San Antonio. Luis is employed in the firm's telemarketing center where he answers customers' calls to the firm's 1-800 number about buying insurance. Luis is an example of a(n):

(p. 13)

- A. inside salesperson
- B. production era salesperson
- C. field salesperson
- D. tangible product salesperson
- E. missionary salesperson

Difficulty: Easy
Weitz - Chapter 01 #44

45. Which of the following products would most likely be the hardest for a new salesperson to sell?

(p. 13)

- A. photocopier machines
- B. horse trailers
- C. management consulting services
- D. wooden building trusses
- E. restaurant tablecloths

Difficulty: Easy
Weitz - Chapter 01 #45

46. Frederica sells products to businesses which are purchased infrequently and usually involve a group making the purchase decision. Frederica sells:

(p. 13)

- A. capital goods
- B. MRO supplies
- C. services
- D. retail products
- E. None of these

Difficulty: Easy

Weitz - Chapter 01 #46

47. Betty checks her e-mail at 6 AM, returns messages and telephone calls from customers by 8 AM, meets with customers during the day and then processes sales at home in the evening. Betty displays the characteristic of successful salespeople of:

(p. 15)

- A. always being honest with her customers
- B. being a "self-starter"
- C. viewing her relationships with customers as a partnership
- D. adjusting her presentations to her customers as individuals
- E. being very perceptive

Difficulty: Medium

Weitz - Chapter 01 #47

48. A salesperson will find that he or she is called upon to use the greatest creativity when:

(p. 17)

- A. selling to new prospects rather than present customers
- B. selling office furniture rather than business insurance
- C. receiving customer orders in the firm's telemarketing center rather than going to the customer's place of business
- D. selling repairs on a company's existing photocopying machine rather than persuading the firm to buy a new copier
- E. selling to consumers who are buying vegetables rather than a new home

Difficulty: Hard

Weitz - Chapter 01 #48

49. Which of the following is a characteristic of a successful salesperson?

(p. 15-17)

- A. able to work well with very little direct supervision
- B. good communicator
- C. knows a lot about his or her own product and competitors' products
- D. ability to use information technology
- E. All of these

Difficulty: Easy

Weitz - Chapter 01 #49

50. Opal is a salesperson for a wholesaler. There are many retailers in her territory and she says, (p. 17) "No two are alike. I must adjust my way of communicating to their different styles. Some are strictly business. Others like to talk about their families or sports before I discuss my company's products." Opal's approach illustrates which characteristic of a successful salesperson?

- A. ethical
- B. flexibility**
- C. knowledge
- D. dependability
- E. motivation

Difficulty: Medium
Weitz - Chapter 01 #50

51. Why does personal selling work better than other communications options available to firms (p. 17) selling in the business-to-business market?

- A. Personal selling employs more people in the U.S. than advertising
- B. Salespeople are able to tailor unique messages for each prospective buyer**
- C. U.S. firms have become particularly adept at hiring "born" salespeople
- D. Personal selling is the most expensive form of promotion
- E. Salespeople are proficient in all aspects of new product development

Difficulty: Hard
Weitz - Chapter 01 #51

52. Personal selling is a more effective communication method than advertising because:

(p. 17)

- A. salespeople are so closely supervised
- B. salespeople can become very persuasive since they give an identical sales presentation to so many different people
- C. salespeople rely on puffery
- D. salespeople can change their message if they find their customers are losing interest
- E. salespeople are accurately described by all of these

Difficulty: Medium

Weitz - Chapter 01 #52

53. Customers constantly consult with Kathy, Hump & Pack's sales representative, regarding

(p. 17)

installation problems, new product ideas, and other issues because she offers unique, imaginative ideas. Customers value Kathy's _____.

- A. honesty
- B. emotional intelligence
- C. discreetness
- D. creativity
- E. behavioral intellect

Difficulty: Medium

Weitz - Chapter 01 #53

54. John, the dynamic sales manager at Pulverize Construction Company, often solicits the ideas of his salespeople. John also has been known to ridicule suggestions from his staff. John is hampering the flow of _____ in his organization.

(p. 17)

- A. craftsmanship
- B. creativity**
- C. character
- D. charisma
- E. charm

Difficulty: Easy

Weitz - Chapter 01 #54

55. _____ is the ability to effectively understand and use one's own emotions and the emotions of people with whom one interacts.

(p. 17)

- A. Emotional intelligence**
- B. Adaptive learning
- C. Environmental awareness
- D. Generative learning
- E. Behavioral intelligence

Difficulty: Easy

Weitz - Chapter 01 #55

56. When LeAnn called on a long-time customer, she realized that the man was upset and took the time to listen to his problem. She was able to sympathize with the customer's recent loss of a pet by using her:

(p. 17)

- A. emotional intelligence
- B. adaptive learning
- C. environmental awareness
- D. generative learning
- E. behavioral intelligence

Difficulty: Medium

Weitz - Chapter 01 #56

57. Which of the following is NOT one of the aspects of emotional intelligence?

(p. 17)

- A. knowing one's own feelings and emotions as they are experienced
- B. controlling one's emotions to avoid acting impulsively
- C. controlling customer's emotions to avoid conflict
- D. recognizing customer's emotions
- E. using one's emotions to interact effectively with customers

Difficulty: Medium

Weitz - Chapter 01 #57

58. The skills required to be a successful salesperson:

(p. 18)

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

Difficulty: Easy

Weitz - Chapter 01 #58

59. Over half of all sales positions in the United States are in _____ sales.

(p. 19)

- A. real estate
- B. insurance
- C. retail**
- D. securities
- E. manufacturer's rep

Difficulty: Easy

Weitz - Chapter 01 #59

60. A person who _____ would probably find a career in sales attractive.

(p. 19)

- A. wanted a nine-to-five job
- B. wanted to work in an office
- C. was not motivated by financial rewards
- D. liked independence and was willing to take responsibility**
- E. did not like to take responsibility

Difficulty: Easy

Weitz - Chapter 01 #60

61. Salespeople are like entrepreneurs because:

(p. 19)

- A. they do not have to invest in themselves
- B. integrated marketing communications eliminates investment risk
- C. manufacturers trust salespeople to be corporate-centric
- D. of the unusual freedom and flexibility in doing their jobs.**

Difficulty: Easy

Weitz - Chapter 01 #61

62. The partnering landscape refers to understanding of the:

(p. 20)

- A. knowledge and skills of selling
- B. nature, role, and rewards of selling**
- C. the development process of selling
- D. formal negotiating techniques in selling
- E. sales manager's role in selling

Difficulty: Easy

Weitz - Chapter 01 #62

63. How is being customer-centric different from the stereotype image of salespeople?

(p. 4)

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

Difficulty: Medium

Weitz - Chapter 01 #63

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

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

Difficulty: Easy

Weitz - Chapter 01 #64

65. Compare personal selling with other marketing communications methods in terms of control, flexibility, credibility, and cost.
(p. 7)

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

Difficulty: Hard

Weitz - Chapter 01 #65

66. Why do companies spend money on personal selling when there are so many less expensive alternatives?
(p. 6-7)

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

Difficulty: Easy
Weitz - Chapter 01 #66

67. Why do many organizations use integrated marketing communications?
(p. 7)

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

Difficulty: Medium
Weitz - Chapter 01 #67

68. Respond to the statement, "salespeople are just order takers."
(p. 8-9)

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

Difficulty: Medium
Weitz - Chapter 01 #68

69. Stephanie is asked to create a customer relationship management system for your company.

(p. 10) What information will she include in the system typically provided by salespeople?

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

Difficulty: Hard

Weitz - Chapter 01 #69

70. What six factors are used to describe sales jobs?

(p. 12)

The six factors include:

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

Difficulty: Hard

Weitz - Chapter 01 #70

71. How do field salespeople differ from inside salespeople?

(p. 13)

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

Difficulty: Medium

Weitz - Chapter 01 #71

72. List the four aspects of emotional intelligence.

(p. 20)

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

Difficulty: Medium

Weitz - Chapter 01 #72

73. How would you respond to the following statement? "I'm just going to have to take a sales job

(p. 19-20) until I find a more interesting and more promising career opportunity."

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

Difficulty: Easy

Weitz - Chapter 01 #73

74. Relative to advertising, what is the major advantage and disadvantage of personal selling?

(p. 7)

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

Difficulty: Hard

Weitz - Chapter 01 #74

75. Relative to publicity, what are the major advantages and disadvantages of personal selling?

(p. 7)

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

Difficulty: Hard

Weitz - Chapter 01 #75

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

(p. 8)

servicing accounts, travel, administrative tasks, other selling contacts

Difficulty: Medium

Weitz - Chapter 01 #76

77. What does it mean to say salespeople are account team managers?

(p. 9)

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

Difficulty: Medium

Weitz - Chapter 01 #77

78. What is the role of missionary salespeople?

(p. 11)

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

Difficulty: Medium

Weitz - Chapter 01 #78

79. What are manufacturer's agents?

(p. 13)

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

Difficulty: Easy

Weitz - Chapter 01 #79

80. What factors influence the type of sales jobs?

(p. 13)

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

Difficulty: Hard

Weitz - Chapter 01 #80

81. As a sales job category, what tasks do missionary salespeople perform?

(p. 11)

Missionary salespeople promote; they do not sell.

Difficulty: Medium

Weitz - Chapter 01 #81

82. Describe the personality profile for the ideal salesperson.

(p. 16)

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

Difficulty: Medium

Weitz - Chapter 01 #82

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

emotional intelligence (empathy)

Difficulty: Medium
Weitz - Chapter 01 #83

84. What sales situations require greater creativity?

(p. 19)

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

Difficulty: Hard
Weitz - Chapter 01 #84

85. What influences the financial rewards in selling?

(p. 22)

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

Difficulty: Medium
Weitz - Chapter 01 #85

Chapter 1 Summary

<u>Category</u>	<u># of Questions</u>
Difficulty: Easy	34
Difficulty: Hard	12
Difficulty: Medium	38
Difficulty: Moderate	1
Weitz - Chapter 01	85