INDIAN SCHOOL AL WADI AL KABIR

Class: X	**Department: Commerce**
Subject: Marketing and Sales	**Part II– Subject Specific skills**
MCQs	**Chapter 5: Soft Skills in Marketing and Selling Skills in Selling**

Q.No.	
1	Which of the following is not a soft skill? a. Self-management b. Self confidence c. Stress Management d. Accounting
2.	Which of the following is considered a hard skill in selling? a. Time management b. Active listening c. Technical knowledge about the product d. Interpersonal communication
3.	Soft skills in selling typically involve: a. Analyzing sales data b. Managing inventory c. Creating product brochures d. Building relationships with customers
4.	Which of the following is not an importance of an eye contact in communication? a. It creates individual communication b. It keeps you focussed c. It keeps the speaker informed that you are listening d. It may create misunderstanding between the communicator and the communicatee.
5.	Negotiation skills are vital in selling because they help to: a. Secure favourable terms for both parties b. Increase product inventory c. Design marketing materials d. Develop new products (OR) The aim of negotiation is: a. To ensure best deal for customer b. To ensure best deal for salesperson c. To ensure mutually acceptable deal for both parties d. To increase sale turnover
6.	_____ is about bargaining to reach a mutually agreeable outcome a. Negotiation b. Contract c. Agreement d. Deed
7.	Business ethics means _____ a. Moral obligations

	b. Social Responsibility c. Fair pricing of products and services d. Unfair competition
8.	Name two types of communication.
9.	Which of the following is not a characteristic of a hard skill? a. Rule based b. Technological c. Learned in school d. Experience based
10.	Define Etiquette of Business. The etiquette of business is set of written and unwritten rules of conduct that make social interactions run more smoothly.
11.	Why is discussion important in business negotiation?
12.	Personal hygiene is important for a salesperson. Do you agree? Give any one reason.
13.	A sales person cannot portray an impressive image a. Wearing formal clothes b. depicting good manners c. having professional looks d. misinforming the customers
14.	_____ is a process for resolving conflict between two or more parties where both or all make adjustment to their demand to achieve a mutually acceptable solution. a. Negotiation b. Agreement c. Decision d. Contract (OR) What is the minimum number of parties required for negotiation to take place?
15.	_____ is the term used to describe the way we handle our own behaviour and emotions and those of the others.
16.	Ethics in business is not important because a. suppliers prefer to deal with ethical companies b. customers prefer to deal with ethical companies c. employees prefer to deal with ethical companies d. lenders do not prefer to lend to the ethical companies
17.	List the elements involved in a typical communication.
18.	When is communication said to be effective and complete?
19.	What is the aim of communication, in context of marketing? a. To increase sales b. To satisfy competitors c. To influence the consumer behaviours in favour of firm's products/services d. To ensure maximum attendance of sales personnel on the job
20.	Identify the term used for receiver's response to the sender's message- a. Source b. Target c. Feedback d. Media
21.	When will a salesman EQ be considered good?
22.	A salesman should neither be under-dressed, nor be over-dressed. Which soft skill is being referred to here?

	a. Personal grooming b. Influencing skills c. Ethical behaviour d. Negotiation skills
	DTQs (2M and 4M)
1	Why is it important for sales person to follow business ethics? Explain. (OR) What is business ethics? Why are they so important as skills in selling?
2	Describe hard and soft skills. (OR) State the meaning of hard skills and soft skills. One give, example of each
3	List any two objectives of effective communication
4	How is persuasion an essential element of effective negotiation." Explain
5	Reena a sales person believes that in order to settle a deal or reach an agreement that is acceptable to both the parties she must have effective negotiation skills. Discuss few negotiation skills she must possess in order to be successful in a deal (OR) List any two negotiation skills required by the sales person. (OR) Amit is a very hard working and effective sales person. He possesses amazing negotiation skills. Before entering a bargaining meeting, he always prepares for the meeting and collects information regarding buyers' objectives, attitudes, personality, financial position, expectations, likes and dislikes etc. While the discussion is in progress, he tries to get views and ideas of opponents. What further steps should he follow to ensure effective negotiation? Explain. (OR) Discuss any four negotiation skills required by salesmen in order to ensure success in their career. (OR) A process used for resolving conflict between two or more parties or group to come up with an agreement that is acceptable for both to avoid conflicts between the parties. Identify the process discussed in the above lines and enlist a few skills required by the salesman so that an acceptable agreement can be made by the both parties. (OR) A salesperson in order to finalize or settle a deal must have effective negotiation skills. Discuss any four negotiation skills required by the salesman.
6	"To be good at hard skills one should have high IQ whereas to be good at soft skills, good emotional intelligence EQ is required". Explain
7	Enumerate any four aspects related to personnel grooming that should be kept in mind by sales persons while dealing with customers.
8	"Communication is to listen more than talk" Do you agree? Answer in two lines.
9	Discuss the role of an impressive social behavior in marketing and sales for a salesman
10	Discuss any 3 elements required in a typical communication.
11	Explain any 5 types of communication strategies and techniques
12	Describe the meaning of emotional quotient
13	Define 'Emotional Control'. Why is it important for a salesman?