



INDIAN SCHOOL AL WADI AL KABIR

Class: IX	Department: Commerce
Subject: Marketing and Sales	Part II– Subject Specific skills
MCQs	Chapter 3: Sales Process-Worksheet I

Qt no.	OTQs
1	Sale process is a _____ process
2	The first step in selling process deals with finding _____ who will buy their product a. Prospectus b. consumer c. Buyer d. Seller
3	What should be done by a salesman when an objection is raised by the customer? a. Ignore it b. Listen to it c. Interrupt and continue his presentation d. Listen to it and handle it
4	In which kind of products, sale may take time and may not be completed in one call or one meeting?
5	Name the last step of selling process that help in repeat purchases and building customer loyalty.
6.	Planning the presentation is also called as: a. Approach b. Pre-approach c. Prospecting d. Concluding
7	Name two sources through which sales personnel gets the database of prospective customers?
7	Placing the Presentation is also called as _____ a. Approach b. Pre-approach c. Qualifying d. Post approach
8	What do you mean by Procrastinating? a. Giving lame excuses for not buying the product b. Raising unnecessary objections c. Asking too many questions d. Asking for very less price
9	When a customer says “I think it is too expensive, I cannot buy it”. Then, what type of objection is this a. Relating to product or service b. Relating to High Price c. Relating to the quality of the product d. Relating to the behaviour of the customer
10	What is the last step in Selling Process?
11	Name the second step after prospecting in sales process
12	The characteristic of a good prospect does not include a. Paying capability b. Needy

	c. Decision-making power d. Educated
13	Collecting information about customers is called _____
14	When a customer says- "I will have to ask my elders before buying". He or she is giving lame excuses. Name the term used for such an objection.
15	The sales persons after meeting the customer assumes that the deal is done; which type of close is this? a. Concluding close b. Alternative close c. Assumption close d. Future close
16	Follow up does not help in: a. Ensuring Repeat Sales b. For Building Customer Loyalty c. For ensuring customer satisfaction d. Increasing price
17	Which one of the following is not a form of demonstration? a. A hand-shake b. Slides c. Figures d. Testimonials
18	A presentation can be made more effective with the help of _____
19	If a buyer says „I will have to ask my family“, this is an example of: a. Objection related to the Product b. Objection related to Procrastination c. Objection related to Price d. Concealed Objection
20	In case of _____ products, the process of closing the sale is lengthy and takes a few calls before finally closing.
19	When a salesperson offers an additional discount for closing the sale, this is known as _____ Close.
20	_____ is important for getting repeat sales.
21	In case of technical products, if the deal is not closed, the salesperson should: a. Fix up another meeting b. Ask for a commitment c. both of the above d. none of the above
22	In case the salesperson says, „Sir, you can take a little time to decide, “ then it is: a. Concluding Close b. Assumption Close c. Future Close d. None of the above
23	State whether the statement is TRUE OR FALSE. For cheaper products the shorter sales process can be adopted.
24	To find out the need of the product and the one who can afford it the salesman need to create a _____ of prospective customers

	a. Database b. Prospect c. Capability to pay d. None of these.
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