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## Multiple Choice Questions for Marketing Aptitude for Competitive Exams Part 7

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Q. 102 Which of the following statements is true?

1. A sales organisation, like any organisation is a group of individuals striving jointly to reach certain common goals, and bearing informal as well as certain formal relations to each other.
2. Sales organisation is planning, direction and control of personal selling including recruiting, selecting, training, equipping, assigning, routine supervising paying and motivating as these tasks apply to the personal sales force.
3. The line and staff type is one in which the sales manager is given a staff of specialists in such fields as planning, research, statistics, engineering, promotion and training to advise him in administering the sales of the company.
4. All of these.

Answer: 4

Q. 103 “Decentralisation refers to the systematic efforts to delegate to the lowest levels all authority except that which can be exercised at central points” Who said it?

1. Lavis A. Allen
2. Stanton
3. Still and Scwaff
4. None of these

Answer: 1

Q. 104 Which of the following is a outside sources of salesman recruitment?

1. Training and educational institutions
2. Employment exchanges

3. Attracting from other units
4. Employees of customers
5. Salesman making calls on the firm
6. Former salesmen
7. All of these

Answer: 7

Q. 105 Management of sales force involves\_\_\_\_\_

1. selection of salesman
2. remuneration to salesman
3. training of salesman
4. supervision and control of the salesman
5. all of these

Answer: 5

Q. 106 process selection of salesman consists\_\_\_\_\_

1. Advertisement
2. Application form
3. Selection test
4. Interview
5. All these

Answer: 5

Q. 107 Individual training involves\_\_\_\_\_

1. Training on the job
2. Job rotation
3. Correspondence training
4. Individual training conferences
5. Training in universities and colleges
6. All of these

Answer: 6

Q. 108 Which of the following method may be used for remuneration to salesmen?

1. Straight Salary Method
2. Commission Method
3. Fixed salary and commission method
4. Drawing account and commission method
5. Profit sharing method f. Quota plan
6. All the above

Answer: 6

Q. 109 Which of the following statement is true?

1. Structure is the formal arrangements of people's roles and relationship so as to achieve corporate and marketing objectives.
2. Organisation structure is the collection of beliefs, expectations and values shared by employees.
3. Functional organisations are divided into specialised marketing functions such as advertising, selling, and marketing research.
4. All of these

Answer: 4

Q. 110 Group training consists \_\_\_\_\_

1. Lecturers
2. Sales demonstration
3. Sales promotization
4. Sales training conference
5. All of these

Answer: 5

Q. 111 Organisations are comprised of structure \_\_\_\_\_

1. Processes
2. Culture
3. People
4. All of these

Answer: 2

Q. 112 Organisation's culture includes \_\_\_\_\_

1. Whether major career risks are associated with risk laden decisions
2. The extent to which employees protect their turf and control information flow.
3. The freedom of individual employees to make significant decisions without multilevel approvals
4. All of these

Answer: 4

Q. 113 Market oriented consists \_\_\_\_\_

1. Product application and economic benefits
2. Highlights the factor that influence customer's buying decisions
3. Promotes results of market research and research and development investment.
4. Diagnosis and interprets the strategy, assumption, cost structure and objectives of major components
5. All of these

Answer: 5

Q. 114 Which of the following channels of distribution is correct?

1. Manufacturer → Agents → Wholesalers → Retailers → Ultimate consumer
2. Manufacturer → Agents → Retailers → Ultimate consumer
3. Manufacturer → Agents → consumer
4. Manufacturer → Wholesaler → Retailers → consumer
5. Manufacturer → Retailers → consumer
6. all the above

Answer: 6

Q. 115 "An agent middlemen negotiated purchase or sales or both, but does not take title to the goods in which he deals" This statement is \_\_\_\_\_

1. Cundiff and Still
2. Stanton
3. Mc Carthy
4. None of these

Answer: 1

Q. 116 “A departmental stores is a large retail establishment having in the same building a number of departments each of which confines its activities to one particular Branch of trade and from a complete unit itself” who said it?

1. S. L. Thomas
2. Clark and Clark
3. James Stephenson
4. None of these

Answer: 1

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