

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

University of Palestine

Course Code: MAN4322
Course Title: Sales Management
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Time: One Hour
Dictionary Use (NO)



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Mid Term Exam 1st Semester 2011/2012 Total Grade : 30 Marks

I. Put (\sqrt) or (X) for each of the following statements: (5 Marks)

1. Competitive product advertising aims at adding new customers and attract the shifting customers from other brands. ()
2. Advertising and sales promotion are personal communication. ()
3. Direct action advertising urges the customer to buy at once. ()
4. Sales management tasks include analysis, planning, organizing, directing and controlling of company's sales efforts. ()
5. AIDA formula for developing the advertisement stands for Attention, Interest, Desire, Action. ()

II. Choose the right answer from a, b, c, or d : (15 Marks)

1. Which of the following is an advantage of the line organizational structure?
 - a. Low in cost
 - b. Clear chain of command
 - c. Speedy decisions
 - d. All of the above
2. The sales budgets and the sales strategies are the major task of
 - a. customer service department
 - b. marketing sales department
 - c. distributing department
 - d. logistics department
3. “Produce what is economically feasible, make the goods available, the customer will buy”. This approach is called
 - a. sales- oriented approach
 - b. market- oriented approach
 - c. price- oriented approach
 - d. customer- oriented approach

4. Which of the following strategies aims to capture as much a market share as possible?
 - a. Skim the cream strategy
 - b. Market penetration strategy
 - c. Price and perception strategy
 - d. a + c
5. Which kind of advertisements designed to create a goodwill about the company in the minds of the general public?
 - a. Institutional advertising
 - b. Public relations advertising
 - c. Product advertising
 - d. a + b
6. To succeed in his mission, the sales promotion manager should put into account
 - a. the target customer characteristics
 - b. the promotion objectives
 - c. the competitive characteristics
 - d. all of the above
7. The selection of marketing channels has an impact on
 - a. sales figures
 - b. brand perception
 - c. a + b
 - d. none of the above
8. In the marketing- oriented approach, the consumers buy the following EXCEPT
 - a. the price
 - b. the product
 - c. the physicality
 - d. the place
9. The marketing channel should own the legal title
 - a. before the goods reach the final distribution
 - b. after the goods reach the final distribution
 - c. during the shipment of goods
 - d. after selling the goods in the final distribution
10. The line-and-staff organizational structure involves the following EXCEPT
 - a. a centralized chain of command
 - b. many departments
 - c. an informal nature
 - d. a slow decision-making process

11. Keeping track of the movement of goods and ensuring that the goods reach the final destination point are the core task of
 - a. customer service department
 - b. logistics department
 - c. direct sales department
 - d. public relations department
12. In , the manufacturer decides to sell his product through one outlet in the entire city or geographical unit.
 - a. the selective distribution
 - b. the intensive distribution
 - c. the exclusive distribution
 - d. the dual distribution
13. In ,the salesman only acts as a courier or messenger for providing goods against the order of the customer and collecting price thereof the seller.
 - a. creative selling
 - b. service selling
 - c. unique selling prepositions
 - d. selecting the selling theme
14. All of the following are appropriate means for selecting salespeople EXCEPT
 - a. interviews
 - b. aptitude test scores
 - c. political connections
 - d. previous experience
15. set to help the sales manager in projecting and building excellent corporate image.
 - a. Public relations unit
 - b. Customer relations unit
 - c. a + b
 - d. none of the above

III. Answer the following questions briefly:

(10 Marks)

1. What are the main objectives of sales management?
 - a.
 - b.
 - c.

2. What are the basic elements of promotion?

- a.
- b.
- c.

3. What are the essential features of a good sales manager?

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GOOD LUCK