

Course No: MAN 4322
Course Title: Sales Management
Date: 12/11/2013
No. of Questions: (3)
Time: One Hour
Using Calculator (No)

جامعة فلسطين
University of Palestine



Mid Term Exam
1st Semester 2013/2014
Total Grade: 20 Marks

Instructor Name: Dr. Mazen Rohmi
Student No.: _____
Student Name: _____
College Name: _____
Dep. / Specialist: _____
Using Dictionary (No)

I. Put (✓) or (X) for each of the following statements:

(5 Marks)

1. Attributes of quality are identical for the entire customers. ()
2. The production concept is impeccably proper when the company distributes the products for the masses. ()
3. Market segmentation is the process of dividing the homogeneous market into heterogeneous sub-units. ()
4. Firms invariably practice the selling concept when they have overcapacity. ()
5. According to the selling concept consumers will not buy enough of the organization's products unless it undertakes a large-scale selling and promotion effort. ()
6. Outsourced selling can be controlled like personal sales team of the company. ()
7. At post purchase phase it is assumed that the customer is actively considering various product offerings and comparing them. ()
8. Objections set to be an opportunity in gaining more attention of the prospect. ()
9. Playing with the company order form and a pen reckon as a buying signal. ()
10. Trial close technique cannot be used at any stage during the presentation. ()

II. Choose the right answer from a, b, c, d or e :

(4 Marks)

1. When the sales team takes their responsibilities the first task is to find the customer, a process which we generally refer as "Suspect to Prospect through MAN approach".
MAN approach stands for
 - a. Money, Attention and Need respectively
 - b. Money, Ability and Need respectively
 - c. Money, Authority and Necessity respectively
 - d. None of the above.

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2. Cold drinks will be priced same to either the rich people or the poor people. This sets under strategy.
 - a. standardization
 - b. attrition
 - c. focus
 - d. differentiation
3. set as a parameter to arrive at a conclusion whether the potential customer afford to buy the product.
 - a. Occupation
 - b. Education
 - c. Family status
 - d. a + c
 - e. All of the above
4. Giving full access to the software features and capabilities for a limited time period like one month sets under the activity.
 - a. interest creation
 - b. pre-purchase
 - c. purchase
 - d. post purchase
 - e. None of the above.
5. The different bases for segmentation are the following ones EXCEPT
 - a. customer-based segmentation
 - b. product-based segmentation
 - c. focused -based segmentation
 - d. competition based segmentation
6. Make the product available at place which is easily approachable by the customer. This is refereed to sales.
 - a. indirect
 - b. channel
 - c. personal
 - d. a + b
 - e. None of the above.
7. The advantages of outsourced selling are the following ones EXCEPT
 - a. customer relationships
 - b. financial costs
 - c. control
 - d. product variety

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8. If customer appreciates the product and has some problem with the high price of the product, then what type of closing techniques would you use as a sales representative?
- T-account close
 - Special deal close
 - Assumption close
 - Summary-of-benefits close
 - None of the above

III. Answer the following questions:

(11 Marks)

1. What are the functions of sales management?

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2. "The role of a sales person is to make the purchasing process stress-free and convenient"
Explain this statement.

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3. Personal selling process activities involves six steps as there are various stages set in conducting a prospect to a buyer of the product/ service. Write down at least **Four** of these activities?

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4. What are the advantages and disadvantages of personal selling?

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