



INDIAN SCHOOL AL WADI AL KABIR

Class: IX	Department: Commerce
Subject: Marketing and Sales	Part II– Subject Specific skills
MCQs	Chapter 5: Soft skills in Selling-WS I

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 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.
3	_____ is about bargaining to reach a mutually agreeable outcome a. Negotiation b. Contract c. Agreement d. Deed
4	Business ethics means _____ a. Moral obligations b. Social Responsibility c. Fair pricing of products and services d. Unfair competition
5	Name two types of communication.
6	Which of the following is not a characteristic of a hard skill? a. Rule based b. Technological c. Learned in school d. Experience based
7	Why is discussion important in business negotiation?
8	Personal hygiene is important for a salesperson. Do you agree? Give any one reason.
9	A sales person cannot portray an impressive image a. Wearing formal clothes b. depicting good manners c. having professional looks d. misinforming the customers
10	_____ 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
11	_____ is the term used to describe the way we handle our own behaviour and emotions and those of the others.

12	<p>Ethics in business is not important because</p> <ul style="list-style-type: none"> 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
13	What is the minimum number of parties required for negotiation to take place?
14	List the elements involved in a typical communication.
15	When is communication said to be effective and complete?
16	<p>What is the aim of communication, in context of marketing?</p> <ul style="list-style-type: none"> 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
17	<p>Identify the term used for receiver's response to the sender's message-</p> <ul style="list-style-type: none"> a. Source b. Target c. Feedback d. Media
18	<p>The aim of negotiation is:</p> <ul style="list-style-type: none"> 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
19	When will a salesman EQ be considered good?
20	<p>A salesman should neither be under-dressed, nor be over-dressed. Which soft skill is being referred to here?</p> <ul style="list-style-type: none"> a. Personal grooming b. Influencing skills c. Ethical behaviour d. Negotiation skills