




INDIAN SCHOOL AL WADI AL KABIR

Class: IX	Department: Commerce
Skill Subject: Marketing and Sales	Part II– Subject Specific Skills
	Chapter 3: Basic Concepts of Sales and Selling

Q .No.	Questions – MCQs/ OTQs
1	<p>Illums Electronics, a new business in the market, focuses on understanding customer needs and creating customized communication strategies to influence their purchase decisions. The company emphasizes that their task is not just about order-taking but involves planned efforts to provide personalized services, aiming for long-term business growth.</p> <p>Based on the above scenario, which primary function of marketing is Illums Electronics focusing on?</p> <p>a) Advertising b) Selling c) Product Development d) Market Research</p>
2	<p>Selling creates _____ for the products</p> <p>a. Utility b. Desire c. Need d. All the above</p>
3	<p>Selling is _____ form of communication</p> <p>a. Planned b. Coordinated c. Personalized d. All of the above</p>
4	<p>Selling is a _____ process in reality – Informative</p>
5.	<p>Selling through a group of people is called _____ (Team Selling)</p>
6	<p>The products of daily use are sold in _____ markets. (Local)</p>
7	<p>_____ selling refers to convince the customer to buy the product.</p> <p>a. Local Market b. Mall c. Distributed marketing d. All the above</p>
8	<p>Assertion: Online selling is a form of direct selling. Reason : Vendors of various products and services sell their commodities directly to their customers via online means. The products can be sold at lesser prices as intermediaries are removed.</p> <p>a. Assertion is correct and reason is correct and a correct explanation to the assertion. b. Assertion is not correct and reason is correct c. Both assertion and reason are incorrect</p>

	d. Assertion and reason are correct										
9	Which of the following type of products are generally sold at customer's workplace? a. Groceries b. Toiletries c. Technical products d. Electrical appliances										
10	_____ helps in building ties with the customers based on a salesperson's attention and commitment to customer needs over time. (Relationship Selling)										
11	Missionary selling is used to: a. Educate the Customers b. Build goodwill for the business/product c. Influence the potential customers d. All of the above.										
12	Consultative selling is used to a. Provide personalized solution or customization b. Convert non-user to user c. Sell through channels of distribution d. All of the above										
13.	Match the Type of Selling given in column I with their main features given in column II <table border="1"> <thead> <tr> <th>Column I</th><th>Column II</th></tr> </thead> <tbody> <tr> <td>1. Missionary Selling</td><td>(i) creative skills of a salesperson.</td></tr> <tr> <td>2. Technical Selling</td><td>(ii) convert prospects into customers</td></tr> <tr> <td>3. Creative Selling</td><td>(iii) Functions of the product</td></tr> <tr> <td>4. Developmental Selling</td><td>(iv) building goodwill of the product</td></tr> </tbody> </table> <p>Choose the Correct option from the Following:</p> <p>a. 1-(i),2-(ii),3-(iii),4-(iv) b. 1-(ii),2-(iii),3-(i),4-(iv) c. 1-(iv),2-(iii),3-(i),4-(ii) d. 1-(ii),2-(iv),3-(i),4-(iii)</p>	Column I	Column II	1. Missionary Selling	(i) creative skills of a salesperson.	2. Technical Selling	(ii) convert prospects into customers	3. Creative Selling	(iii) Functions of the product	4. Developmental Selling	(iv) building goodwill of the product
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14	Marketing intermediaries are also called as _____ a. Channel Members b. Distribution Network c. Middlemen d. All the above										
15	Which channel member deals with the trading of products in bulk quantity? Wholesalers										
16	_____ take ownership of the product, store it, and sell it off at a profit to retailers or other intermediaries. a. Wholesalers b. Distributors c. Retailers d. None of the above										
17	Walmart, Lulu, Nesto are the examples of _____ a. Wholesalers b. Distributors c. Retailers d. None of the above										

18	<p>What are the channel partners involved in two-level of supply chain?</p> <p>Retailers and Wholesalers</p>  <pre> graph TD A[Producers] --> B[Wholesalers] B --> C[Retailers] C --> D[Consumers] </pre>
19	<p>_____ have changed traditional sales models by making some intermediaries obsolete and bringing new structures into picture.</p> <p>a. Online intermediaries b. Physical distribution c. Both a and b d. None of the above</p>
20	<p>Functions of intermediaries are _____</p> <p>a. To keep record of invoices b. Promote the product c. Determine the price All of the above</p>
21	<p>Agents do not _____ the product. (own</p>
22	<p>Assertion: Trade selling requires creative skills for convincing the customers Reason: Technical Selling involves the act of demonstration to deal with the functions of the product</p> <p>a. Assertion and Reason both are correct, and reason is correct explanation of assertion. b. Assertion and Reason both are correct, but reason is not the correct explanation of assertion. c. Assertion is incorrect, but reason is correct. d. Assertion and Reason both are not correct.</p>
23	<p>Name the term used for group of people representing the sales department and other areas in a firm, all sharing a common goal of increased sales. Salesmen</p>
24	<p>Rohan occasionally visits doctors informing them about the new CT scan machine and sometimes simply to exchange greetings. Which type of selling task is he engaged in?</p> <p>a. Missionary selling b. Trade selling c. Consultative selling Technical selling</p>
25	<p>One of the following is not a basic sales task?</p> <p>a. Order taking b. Order-getting c. Supporting Market survey</p>
26	<p>Sale process is _____ process (dynamic)</p>
27	<p>The intermediaries charge a fee usually in the form of _____ based on the amount of the order.</p> <p>Commission</p>

28	Jerome planned to celebrate his father's 60 th birthday and he had ordered a customized birthday cake which should convey the life story of his father as a retired official from military service. He approached AR bakers and got the work done with the perfection he wanted. Identify the type of sale to AR bakers. Consultative selling
29	Selling tasks are undertaken by _____ Salesmen/ Sales person
30	Goods and services are sold for _____ a. Ultimate consumption b. For resale c. For use in the operation of a business. d. All the above

SHORT-ANSWER TYPE QUESTIONS

1.	Define Selling? Selling is a one of primary function of marketing that involves determining needs of customers and wants and aims at responding through planned, personalized communication that influences decision making of customers and provides more opportunities of business in future.		
2.	Which type of selling task requires greatest sales skills? Explain. Creative Selling because Customers often do not realise that they have a 'need' for certain product or service. The creative salespersons are expected to demonstrate their creative side and convince the customers. The need is aroused through effective communications.		
3.	Enumerate any two functions of intermediaries. 1. Intermediaries provide specialized services like transportation, storage and other customer support services. 2. They help in providing economies of scale through specialization and division of labour.		
4.	Differentiate between Relationship Selling and partnership Selling?		
	Basis	Relationship Selling	Partnership Selling
	Meaning	Relationship selling is the practice of building ties to customers based on a salesperson 's attention and commitment to customer needs over time	Partnership selling is where buyers and sellers combine their expertise and resources to create customized solutions
	Objective	Relationship building. This type of selling may or may not lead to a sale	Objective is to achieve sales target
5.	Define Direct selling and Team Selling? Direct Selling: Direct selling is a commercial practice where products and services are sold by the producers directly to the consumers. E.g. online selling Team Selling Team selling is a group of people representing the sales department and other areas in a firm, all sharing a common goal of increased sales. They do the selling job together.		
6.	How does Missionary selling differ from Technical Selling?		
	Basis	Missionary Selling	Technical Selling

	Concept	The missionary selling refers to build goodwill, educate and ultimately influence the actual or potential customer rather than focusing on sales only.	The technical selling refers to explaining the function of a product to a customer and adapting it to individual customer needs.
	Objective	Sales personnel who undertake this task just keep visiting the customers and keep them updated about the product besides taking up promotional activities.	Sales engineers' use their expert knowledge of product capabilities and design during selling process. Their customers on the buying side are also often technically very strong
	Example	A sales person occasionally visits doctors informing them about the new CT scan machine or simply to exchange greetings.	A team of sales persons showing a presentation on the new CT scan Machine. In fact, missionary selling builds the base for technical selling.
7.	Explain Consultative selling The salesperson learns about customer needs before talking product. Product knowledge is transformed into a tailored solution when the solution is delivered and positioned based on the customer 's needs and language. This is done where product customization is required. For example, a tailor making a suit for a customer or a barber giving a customized haircut to his customer or a car manufacturer making a car for his customer according personal needs. Houses are also built on consultative basis.		
8	Define Marketing intermediaries? Marketing intermediaries, also known as middlemen, are independent companies that facilitate the movement of goods and services from manufacturers to end-users. They use wholesalers, agents, retailers, physical distribution companies, marketing services agencies, financial institutions, etc. to bridge the gap between producers and consumers.		
9	Classify Marketing intermediaries. There are four generally recognized broad categories of intermediaries: agents, wholesalers, distributors and retailers. <ol style="list-style-type: none"> Agents/Brokers: Agents or brokers are individuals or companies that act as agents of the manufacturing company. They do not own (or take title of) the product directly but they take possession of the product in the selling process. They make their profits through fees or commissions. Wholesalers: Unlike agents, wholesalers take title (ownership) of the goods and services that they are selling. Wholesalers do not work with small numbers of product: they buy in bulk, and store the products in their own warehouses and storage places until it is time to resell them Distributors: Distributors function similarly to wholesalers in that they take ownership of the product, store it, and sell it off at a profit to retailers or other intermediaries. However, the key difference is that distributors ally themselves to complementary products Retailers: Retailers come in a variety of shapes and sizes: from the corner grocery store, to large chains like Wal-Mart and Target. Whatever their size, retailers purchase products from market intermediaries and sell them directly to the end user for a profit. 		

10

What are the various factors affecting the Marketing Intermediaries

Factors affecting the choice of Intermediaries:

1. Availability of Intermediaries
2. Services by Intermediaries e.g. Storage, Transportation, Assembling
3. Agreement between the company and the intermediaries
4. Cost involved
5. Legal restrictions

