

# JL TEST Conducted By JobLana

## Section 4- Sales and Marketing

1- .In marketing theory, every contribution from the supply chain adds \_\_\_\_\_ to the product.

- A. value
- B. ingredients
- C. convenience
- D. costs

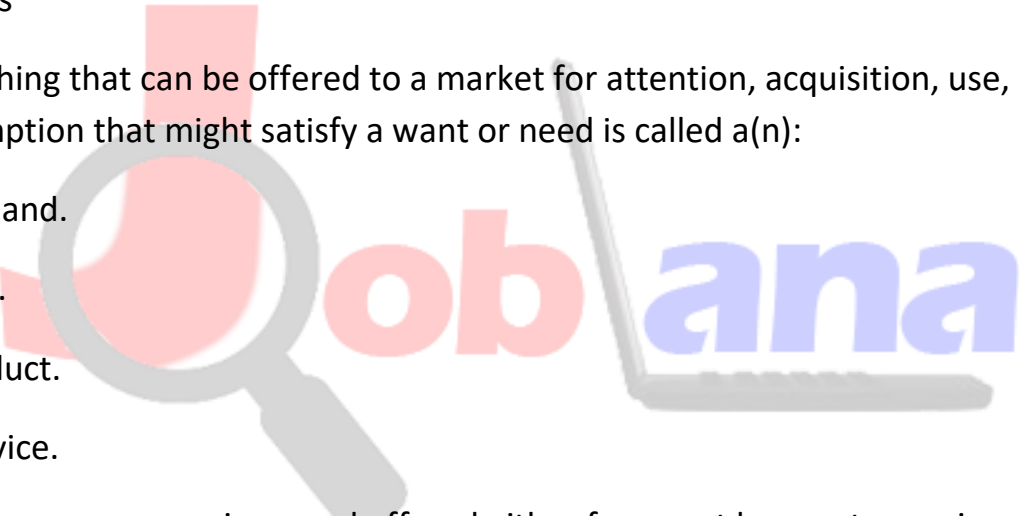
2- Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):

- A. demand.
- B. idea.
- C. product.
- D. service.

3- A \_\_\_\_\_ is a good offered either free or at low cost as an incentive to buy a product.

- A. patronage reward
- B. spiff
- C. price pack
- D. premium

4- The sales force structure in which a sales representative works to sell specific items of product line is classified as



- A. indirect sales force structure
- B. territorial sales force structure
- C. customer sales force structure
- D. product sales force structure

5- The last step in personal selling process is

- A. present and demonstrate
- B. follow up
- C. closing
- D. approach

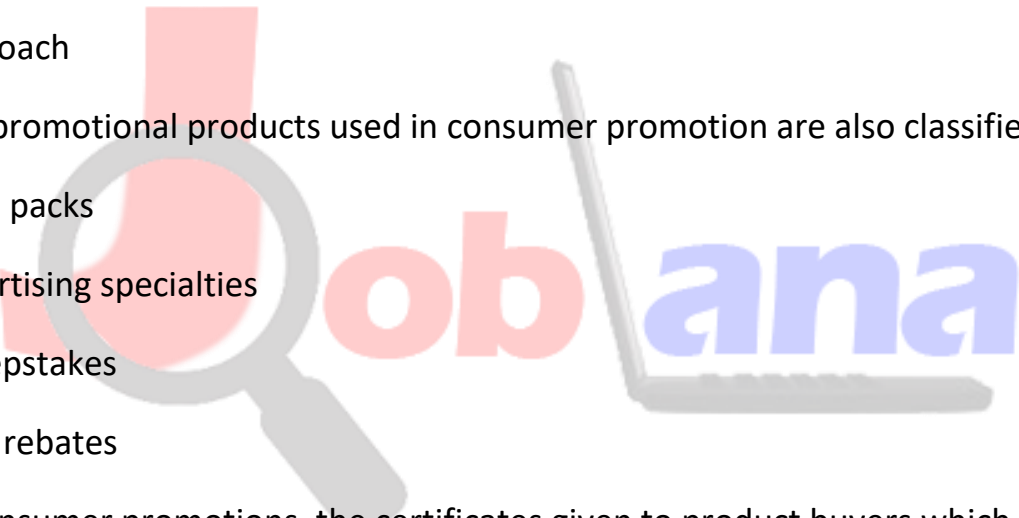
6- The promotional products used in consumer promotion are also classified as

- A. price packs
- B. advertising specialties
- C. sweepstakes
- D. cash rebates

7- In consumer promotions, the certificates given to product buyers which confirms savings when they buy particular items are called

- A. sample
- B. coupon
- C. premium
- D. cash refunds

8- Marketing is both an “art” and a “science” there is constant tension between the formulated side of marketing and the \_\_\_\_\_ side.



- A. creative
- B. selling
- C. management
- D. behavior

9- The way of selling in which groups of people are involved from various departments such as finance, engineering and marketing to serve large accounts is called

- A. nominal selling
- B. territorial selling
- C. team selling
- D. group selling

10- Mr. Lopez buys goods and services for use in the production of products that are sold and supplied to others. Mr. Lopez is involved in \_\_\_\_\_.

- A. consumer buying behavior
- B. post-purchase dissonance
- C. retail buyer behavior
- D. business buyer behavior