

Question 1: Which of the following sales management tool shows that which customers and prospects to see during the next 12 months and in which months as well as which activities to carry out?

- Time-and-duty analysis
- Sales force automation systems
- Annual call plan
- Sales quota plan

Question 2: The act of setting prices for customers located in different parts of the world is called \_\_\_\_\_.

- Geographic Pricing
- Value based Pricing

Question 3: Which one of the following options represents the collection of data for the purpose of applying appropriate actions at a subsequent time?

- Lifestyle
- Learning
- Perception
- Attitude

Question 4: Which of the following is NOT a part of the macro-environment?

- Demographic forces
- Natural forces
- Competitors' forces
- Political forces

Question 5: Measure and evaluate performance is the part of which marketing function

- Marketing Analysis
- Marketing Implementation
- Marketing Planning
- Marketing Control

Question 6: Connecting with employees in the company refers to which of the following options?

- Extranet
- Internet
- Intranet
- World wide web

Question 7: ABC Research Group must guard against problems during the implementation