NB01 C353 Sales Management Version 2

Section: Supply Chain & Marketing • **Total Questions:** 10 • **Format:** Verified Q&A

1. Which category of the four-box matrix corresponds to unprofitable customers who align with the company strategy?

(A) Monitor.
(B) Replace.
(C) Retain.
(D) Transform.

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2. A sales employee at a large business-to-business (B2B) company is paid $4,000 monthly as long as she is employed. While she is expected to hit sales goals, those goals do not directly manifest in her biweekly paycheck. Which compensation system is the employee receiving?

(A) Salary
(B) Straight commission
(C) Nonrecoverable draw
(D) Recoverable draw

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3. What is one of the two types of job analyses?

(A) Network-based
(B) Breadth-based
(C) Personality-based
(D) Task-based

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4. Which compilation of external factors can affect quota development?

(A) Market potential
(B) Customer acquisition cost
(C) Past sales performance
(D) Win-loss analysis

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5. Which action is the sales manager performing?

(A) Allocating sales budgets.
(B) Identifying capital budgets.
(C) Monitoring performance quotas.
(D) Forecasting expected revenues.

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6. What is the focus of a product departmental structure?

(A) The goods or services sold by the organization
(B) Mutual feedback and idea-sharing among stakeholders
(C) Key accounts of the organization
(D) Expansion for greater market reach

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7. Which mechanism is commonly used for reward distribution?

(A) Performance
(B) Relation
(C) Fixed-rate
(D) Demographic

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8. What is a benefit of using email messaging with customer relationship management (CRM)?

(A) Streamlines production by third-party vendors
(B) Redirects to affiliate marketing websites
(C) Markets to sales leads before buyer opt-in
(D) Creates automated interactions

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9. What is the behavior of a producer as a B2B customer?

(A) Buys finished goods to rent, lease, or sell to other companies or consumers
(B) Buys finished goods or products for end-user consumption
(C) Buys products or services to serve or sell to constituents
(D) Buys products to make other goods and services to sell to companies or consumers

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10. How is the term recoverable draw defined?

(A) A payout that increases exponentially after a quota is met
(B) A payment a company expects to get back
(C) A payment a company does not expect to get back
(D) A payout that increases exponentially until a quota is met