NB01 C353 Sales Management Version 3

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

1. Which stakeholder first sees the need for a product?

(A) Decision-maker
(B) Gatekeeper
(C) Initiator
(D) Influencer

2. How should a company use social media for customer relationship management (CRM)?

(A) To direct communication to company suppliers
(B) To streamline production by third-party vendors
(C) To communicate with marketing for sales forecasts
(D) To record consumer conversations across platforms

3. What indicates the extent to which a tool gives consistent measurements?

(A) Predictability
(B) Reliability
(C) Validity
(D) Quality

4. A company is using call centers, social media platforms, and website chat features to interact with customers after they purchase products. How should the company use customer relationship management (CRM) to improve these interactions?

(A) Developing communications based on competitors
(B) Generating reports for sales process management
(C) Using third-party service providers to respond to inquiries
(D) Tracking all touchpoints to increase engagement

5. A start-up fashion business-to-consumer (B2C) retailer wants to increase sales of existing products by 30% in one month. Which activity should the retailer use to achieve this sales goal?

(A) Increase buyer's perception of value
(B) Identify a new distributor for products
(C) Hire new sales staff to close sales
(D) Research competitive sales approaches

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

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

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7. A sales manager is developing a forecast by considering consumer demographics and incomes, technology trends, and market growth. Which action is this manager taking?

(A) Updating quotas based on past performance
(B) Assessing the business conditions
(C) Evaluating performance of sales force
(D) Identifying the breakeven point for each product

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8. A director of sales has been asked to create a sales forecast for the upcoming fiscal year for a company that manufactures various household goods. The director of sales wants to analyze data by using qualitative analysis. Which method should be used to meet this goal?

(A) Objective review
(B) Historical data
(C) Statistical comparison
(D) Expert opinion

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9. After projecting the number of units sold in the sales budget, the Vice President of Sales recommends having an additional 10,000 units of a new product in inventory in case the product sells better than predicted. What is the classification of this inventory?

(A) Safety stock
(B) Back order
(C) Coproduct
(D) Consignment

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10. The vice president of sales for a manufacturing firm is isolating the various factors involved in restructuring sales territories and which sales staff are assigned to each territory. Which set of factors should the company use during this process?

(A) Current distribution channels, research and development, or national television advertising

(B) Sales potential, history, or physical location of the customers

(C) Technological innovations, modification, or products within the company

(D) Government policies, recessions, or leadership changes