

MKT306

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1. Because sales managers who have the responsibility for sales force supervision cannot readily follow them in all sales calls, they have to rely heavily on _____ supervision anchored on sales/visit reports written by salesmen, to supervise them.

sensing

shadow

direct

--->> indirect

2. In strategic marketing, marketing executives seek to ascertain objectively the strengths and weakness of _____ with a view to fashioning a marketing strategy (plan) that will take advantage of their weaknesses while accommodating their strengths.

consumers

customers

--->> competitors

middlemen

3. Product ideas generated by salesmen have a _____ chance of getting to commercialization point as they will be backed by their practical experience and knowledge of buyer's specifications and requirements.

slim

no

low

--->> high

4. Organizations wishing to satisfy the needs and wants of their customers need to be sufficiently informed about the _____.

middlemen

markets

--->> customers

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5. The information gathering function of salesmen has been demonstrated to play a _____ role in sales and marketing management.

--->> strategic

dormant

small

an insignificant

6. If customers do not themselves complain openly about an organization's offering, then salesmen have the responsibility to _____ or encourage buyers to express the reservations or outright complaints, real or imagined they may have.

deny

hide

--->> uncover

cover

7. Only _____ organizations will not have strong need for full knowledge of competition.

--->> monopoly

oligopoly

competitive

medium

8. Uncovering customer _____ and reporting same to management for consideration and necessary actions is a sure way of removing some sources of customer dissatisfaction and guaranteeing customer repeat purchase and ultimately brand loyalty.

--->> complaints

likes

specifications

attitude

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--->> Lost

new

acquired

missed

10. Salesmen need to be involved in sales forecasting not just because of their familiarity with markets, but because they have the ultimate responsibility of realizing the projected _____ figure.

loss

--->> sales

cost

profit

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