Assignment 0

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment. Due on 2019-02-25, 23:59 IST.

1) Sales and Distribution Management majorly focuses on the___________ aspect of an organization. 1 point

- a. Selling
- b. Purchasing
- c. Production
- d. Supply chain

No, the answer is incorrect.
Score: 0
Accepted Answers:
a. Selling

2) Selling at its core can be termed as the revenue generation activity for an organization. 1 point

- a. True
- b. False

No, the answer is incorrect.
Score: 0
Accepted Answers:
a. True

3) Sales management is a part of___________ management. 1 point

- a. Marketing Management
- b. Human Resources Management
- c. Both Marketing and Human Resources Management
- d. None of the above

No, the answer is incorrect.
5) Identify the missing link in the consumer decision making process:

Problem/need recognition, Information search, __________, Purchase decision and Post-purchase behavior.

- a. Closing and Finalizing
- b. Generating more information
- c. Evaluation of alternatives
- d. None of the above

No, the answer is incorrect.
Score: 0
Accepted Answers:
c. Evaluation of alternatives

6) Test marketing is used for those products which have no historical sales figures.

- a. True
- b. False

No, the answer is incorrect.
Score: 0
Accepted Answers:
a. True

7) The objective behind motivating sales force is to:

- a. Increase the sales of the products
- b. To capture more territories
- c. Only b
- d. Both a and b

No, the answer is incorrect.
Score: 0
Accepted Answers:
d. Both a and b

8) ___________ offer a wide assortment of products at substantial price cuts.

- a. Discount houses and specialty stores
- b. Factory outlets and Discount houses
- c. Specialty stores
- d. None of the above

No, the answer is incorrect.
Score: 0
Accepted Answers:
9) __________ is about encouraging people to apply for the jobs of sales associates in an organization.

- a. Selection of sales associates
- b. Recruitment for sales associates
- c. Directing for sales associates
- d. Both a and b

No, the answer is incorrect.
Score: 0
Accepted Answers:
b. Recruitment for sales associates

10) The aspect which deals with deciding the salary and commission for sales agents falls under the broad umbrella of __________.

- a. Compensation
- b. Training
- c. Motivation
- d. All of the above

No, the answer is incorrect.
Score: 0
Accepted Answers:
a. Compensation

11) When products are stocked in as many as outlets as possible, it is known as __________.

- a. Exclusive Distribution
- b. Intensive Distribution
- c. Selective Distribution
- d. None of the above

No, the answer is incorrect.
Score: 0
Accepted Answers:
b. Intensive Distribution

12) Temporal discrepancy relates to the difference in time with respect to when a product is manufactured, and when it is consumed.

- a. True
- b. False

No, the answer is incorrect.
Score: 0
Accepted Answers:
a. True