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Courses » Management of Field Sales Announcements **Course** Ask a Question Progress FAQ



## Unit 2 - Practice

Register for Certification exam

### Course outline

How to access the portal

#### Practice

- Quiz : Quiz 0
- Quiz 0 Solution

Introduction to Management of Field Sales

Understanding the Sales Process and the Buyer

The Sales Presentation

Sales Force Leadership and Sales Forecasting

Interaction Session

### Quiz 0

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment. **Due on 2019-02-04, 23:59 IST.**

1) The main determinant of repeat sales potential of a product is: **1 point**

- Relationship with buyers
- Low product pricing
- High level product features
- Technical innovation

No, the answer is incorrect.

Score: 0

Accepted Answers:

*Relationship with buyers*

2) Which of the following is not true regarding the functions of a sales person? **1 point**

- They are responsible for generating sales
- They are responsible for providing service to the clients
- Needs to participate in training programs
- Has minimal role in gathering and sending market data

No, the answer is incorrect.

Score: 0

Accepted Answers:

*Has minimal role in gathering and sending market data*

3) \_\_\_\_\_ decision making is generally done on a regular basis without much thought for repeat purchases of products like milk, newspaper etc. **1 point**

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**Score: 0****Accepted Answers:***Routine*

4) In which type of communication does the salesperson appear quite active and encourage informality? **1 point**

- Emotive style
- Directive style
- Reflexive style
- None of these

**No, the answer is incorrect.****Score: 0****Accepted Answers:***Emotive style*

5) The usual buying process starts with:

- Need recognition
- Purchasing the product
- Evaluating alternative products
- None of these

**No, the answer is incorrect.****Score: 0****Accepted Answers:***Need recognition*

6) What is a good approach to take if a customer decides not to buy? **1 point**

- Drop the price
- Apologize to the buyer
- Thank the buyer and get back to him later
- Trash the competition

**No, the answer is incorrect.****Score: 0****Accepted Answers:***Thank the buyer and get back to him later*

7) Which of the following is a good technique to manage a dissatisfied buyer? **1 point**

- Give the customer a discount
- Indicate that there is nothing to be done so that the customer moves on
- Encourage the customer to voice the complaint
- None of the above

**No, the answer is incorrect.****Score: 0****Accepted Answers:***Encourage the customer to voice the complaint*

8) Study of product life cycle helps sales personnel devise their own strategy based on the current cycle stage of the product. **1 point**



- True  
 False

No, the answer is incorrect.

Score: 0

Accepted Answers:

True

9) Good negotiation in a sales process is to generate a situation which is 1 point

- Win-win for both customer and sales organization  
 A win for the sales organization  
 A win for the customer organization  
 None of these

No, the answer is incorrect.

Score: 0

Accepted Answers:

Win-win for both customer and sales organization

10) Each salesperson will have his/her own unique selling style and a company must not aim to standardize the styles of individual sales personnel. 1 point

- True  
 False

No, the answer is incorrect.

Score: 0

Accepted Answers:

True



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