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:

- [ ] 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?

- [ ] 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.

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

- 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?  

- 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?  

- 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.
9) Good negotiation in a sales process is to generate a situation which is:

- 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:
True

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.

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