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Unit 3 - Introduction to Management of Field Sales

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 - Introduction to Management of Field Sales
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Understanding the Sales

Assignment 1

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment. **Due on 2019-02-13, 23:59 IS**

1) Transactional Selling focuses on _____ while relationship selling focuses on _____. **1 point**

- Short terms sales, Long term profit
- Long term profit, Short term sales
- Short term sales, Short term sales
- Long term profit, Long term profit

No, the answer is incorrect.

Score: 0

Accepted Answers:

Short terms sales, Long term profit

2) An evangelist seller: **1 point**

- Manages selling to new types of businesses
- Manages selling to accounts which are important to the company
- Nurtures customers who consider the seller as an expert
- Nurtures customers who may not immediately order now

No, the answer is incorrect.

Score: 0

Accepted Answers:

Nurtures customers who may not immediately order now

3) The letter C of the acronym CARE (in the context of building long term relationship) stands for: **1 point**

- Creating a customer requirement to sell a product
- Customization to customer's requirements

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4) Which of the following is **not** true regarding non-verbal communication with customers? 1 point

- A sales representative should dress simply and formally
- The sales representative should try to remember names of clients
- In order to explain things in a short time, the sales representative should talk fast
- The sales representative should always try to maintain punctuality with the customer

No, the answer is incorrect.

Score: 0

Accepted Answers:

In order to explain things in a short time, the sales representative should talk fast

5) A sales representative with an emotive style appear to be _____ while a sales representative with supportive style appear to be _____.

- Quiet, Active
- Active, Quiet
- Active, Active
- Quiet, Quiet

No, the answer is incorrect.

Score: 0

Accepted Answers:

Active, Quiet

6) _____ is defined as the deliberate attempt to adapt one's communication style to accommodate needs of the other person. 1 point

- Style flexing
- Communication bias
- Partnering
- Relationship building

No, the answer is incorrect.

Score: 0

Accepted Answers:

Style flexing

7) Maximum profit volume for a product is generated in the _____ stage of the product lifecycle. 1 point

- Introduction
- Maturity
- Growth
- Decline

No, the answer is incorrect.

Score: 0

Accepted Answers:

Maturity

8) If we introduce a product (which is in decline stage in its current market) in a new market, then it is an example of: 1 point

- Competitive positioning
- Strategic regeneration
- Crossing the chasm
- None of these

No, the answer is incorrect.

Score: 0

Accepted Answers:

Strategic regeneration

9) The customers at the introductory stage of the product life cycle are: 1 point

- Innovators
- Early majority
- Late majority
- Laggards

No, the answer is incorrect.

Score: 0

Accepted Answers:

Innovators

10) Identify the incorrect statement:

1 point

- Long term partnership with customer increases repeat sales.
- Ethics plays a strong role in developing relationship
- Role of sales representative should move from selling to supporting as it helps in creating partnerships
- Value added selling occurs when the sales representative sells products of high price to the customer

No, the answer is incorrect.

Score: 0

Accepted Answers:

Value added selling occurs when the sales representative sells products of high price to the customer

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