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



Unit 4 - Understanding the Sales Process and the Buyer

Register for Certification exam

- Course outline**
- How to access the portal
 - Practice
 - Introduction to Management of Field Sales
 - Understanding the Sales Process and the Buyer
 - From Product To Benefit
 - The Sales Process
 - Prospecting
 - From Prospecting to Preparing the Sales Call
 - The Buying Process
 - Quiz : Assignment 2
 - Feedback For Week 2
 - Solution Assignment 2

Assignment 2

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) An automobile manufacturing company has decided to install a robotic paint shop. Earlier they used to outsource some of the painting jobs. Buying the paint shop will be an example of: **1 point**

- New task buy
- Straight rebuy
- Modified rebuy
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
New task buy

2) Mr. Sharma is a senior sales person at a large electronics showroom. He responds to a customer as "This fridge consumes 360 units of electricity per year. This will save you around 100 units per year and lower your electricity bill." Here, 'consumes 360 units of electricity' is _____ and 'lower your electricity bill' is _____ **1 point**

- Feature, Feature
- Benefit, Benefit
- Feature, benefit
- Benefit, feature

No, the answer is incorrect.
Score: 0

Accepted Answers:
Feature, benefit

3) The method or system by which sales representatives learn the **1 point**

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Interaction
Session Referencing**No, the answer is incorrect.****Score: 0****Accepted Answers:***Prospecting*

4) _____ accounts are attractive and necessary accounts which require quality service to protect them from competition. These accounts are also the most resource intensive accounts.

1 point Problem Hold Drag Strategic**No, the answer is incorrect.****Score: 0****Accepted Answers:***Strategic*

5) During which stage of the prospect's five mental buying steps should you first present the features and benefits of your product/service and show how it solves a problem?

1 point Attention Interest Desire Purchase**No, the answer is incorrect.****Score: 0****Accepted Answers:***Interest*

6) In which step of a typical buying process does a consumer start gathering information about potential products/services that might be able to satisfy their needs?

1 point Evaluation of solutions Need awareness Resolution of problem Purchase**No, the answer is incorrect.****Score: 0****Accepted Answers:***Evaluation of solutions*

7) At which stage of the buying process model should sales representatives assist or train customers so that they can derive maximum satisfaction from their purchases?

1 point Need awareness Purchase Implementation Evaluation of solution

No, the answer is incorrect.

Score: 0

Accepted Answers:

Implementation

8) A sales representative of a billing software says this to a potential buyer " Our software will increase the customer satisfaction of your customers as they will have to wait less for their bills. Also your employees will have more time to attend to customers as they will be free from billing duties." **1 point**

Here "increase the customer satisfaction " is a(n) _____ benefit while "employees will have more time" is a _____ benefit.

- Tangible, intangible
- Intangible, Tangible

No, the answer is incorrect.

Score: 0

Accepted Answers:

Intangible, Tangible

9) A hot prospect is one:

- Who has shown interest in buying your product
- Whose name you have just gathered
- With whom you have scheduled the first meeting
- Who has purchased your product

No, the answer is incorrect.

Score: 0

Accepted Answers:

Who has shown interest in buying your product

10) Which of the following statements is not true? **1 point**

- Attention and interest of prospect can be gained by making them recognize a need and stating a wish to solve the problem
- Uncovering and answering the prospects questions are important
- Desire to buy a product will get transformed to conviction if the product can solve the problem identified
- Objections raised by customers should be sidelined and should not be directly met or resolved

No, the answer is incorrect.

Score: 0

Accepted Answers:

Objections raised by customers should be sidelined and should not be directly met or resolved

Previous Page

End

