Assignment 4

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment. Due on 2019-02-27, 23:59 IST.

1) Company A is a manufacturer and seller of fridges, washing machines and microwave ovens. The company sells its products through different retail chains like Croma, Reliance Digital, Big Bazzar and has dedicated sales team for each retail chain. The company follows a ___________ sales force organization structure.

- Customer focused
- Generalist
- Product focused
- Function focused

No, the answer is incorrect. Score: 0

Accepted Answers: Customer focused

2) Strategic accounts nowadays span business plan duration of ___________ and the team involved includes ________________.

- 3-6 months, senior management
- 2-3 years, senior management
- 3-6 months, purchase agents
- 2-3 years, purchase agents

No, the answer is incorrect. Score: 0

Accepted Answers: 2-3 years, senior management

3) A sales leader having ___________ consideration and ___________ initiating structure strives to achieve a balance between getting the job done

- High, low
- Low, low
- High, high
- Low, high

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4) Sales volume in Rupees is an example of __________ criteria and ___________ criteria used to assess sales force productivity.

- Quantitative, Qualitative
- Qualitative, Quantitative

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

5) Recognition programs run by companies for sales representatives cater to the __________ need while cash and bonuses offered cater to __________ needs of sales persons.

- Physiological, Esteem
- Safety and Security, Belonging
- Belonging, Safety and Security
- Esteem, Physiological

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

6) A laptop selling company assign sales quotas on the basis of fixed number of laptops of each model that is to be sold by each sales representative. This is an example of __________ target setting.

- Profit based
- Sales volume based
- Activity based
- None of these

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Sales volume based

7) Which of the following cannot be used for sales forecast of new products?

- Test market
- Executive opinion
- Survey of buyers intentions
- Trend projections

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

8) In the __________ method of sales forecasting, opinion of a group
of high level experts or managers is pooled.

- Regression
- Sales force composite
- Executive opinion
- Market Research/Survey

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

9) If you are forecasting sales data using time series model and you realise that your model must give more importance to recent sales figures for prediction, then you are more likely to use:

- Simple Moving Average
- Weighted Moving Average

No, the answer is incorrect.
Score: 0
Accepted Answers:
Weighted Moving Average

10) While using sales analytics, the sales representative will require data regarding _________ and the sales team manager will require data regarding _________.

- Customer care, Forecasting
- Forecasting, Employee effectiveness
- Customer care, Prospecting
- None of these

No, the answer is incorrect.
Score: 0
Accepted Answers:
Customer care, Forecasting