Assignment 8

The due date for submitting this assignment has passed.

As per our records, you have not submitted this assignment.

1) The number of people who have opted in to a brand's messages through a social media platform at a given time is known as?
   - Fans
   - Visitors
   - Unique visitors
   - None of the above
   No. Your answer is incorrect.
   Score: 0
   Accepted Answers:
   Fans

2) A measure linked more closely to the sales revenues generated from the social media ad or action is known as?
   - CPM
   - CTR
   - CPC
   - CPM

3) Which of the following is incurred with regard to order getting salesperson?
   - Order-getting fees mostly in prospecting and attracting new clients
   - There is no clear path for order getting in a traditional and the entire focus is on new buyer
   - Order getting involves a high degree of creativity and customer empathy
   - Order getting is typically handled for only complex or technical products with many options; commodity product knowledge and sales training are necessary
   No. Your answer is incorrect.
   Score: 0
   Accepted Answers:
   There is no clear path for order getting in a traditional and the entire focus is on new buyer

4) Choose the correct option?
   - Load a person who uses the services or advice of a professional services firm or organization
   - Prospects a person who may be a possible customer
   - Qualified interest: an individual who views the product, can afford to buy it, and is interested in the service maker
   - Client: a customer who wants or needs the product
   No. Your answer is incorrect.
   Score: 0
   Accepted Answers:
   Qualified interest: an individual who views the product, can afford to buy it, and is interested in the service maker

5) Your company has customer service representatives assigned to each district of a defined region where you provide your products, write up proposals, fulfill orders, and provide post-sales support. Your company most likely has a ______ salesforce.
   - Distributive
   - Territory based or Geographic
   - Leveraged
   - Customer-oriented
   No. Your answer is incorrect.
   Score: 0
   Accepted Answers:
   Territory based or Geographic

6) A compensation plan in which a salesperson is paid a fixed fee per week, month, or year and is easy to administer gives the management a large measure of control over their allocation of effort by salespeople is called
   - Straight salary compensation plan
   - Straight commission compensation plan
   - Combination of salary and commission
   - Dual compensation plan
   No. Your answer is incorrect.
   Score: 0
   Accepted Answers:
   Straight salary compensation plan

7) Commercial of raw materials and components into finished goods and services which are in accordance to customer needs and requirements relates to which of the following?
   - OEM
   - POM
   - POM
   - POM
   No. Your answer is incorrect.
   Score: 0
   Accepted Answers:
   OEM

8) ________ is an interactive, internally enabled system that allows individual customers to design their own products and services by answering a few questions and choosing from a menu of product or service attributes (or components), prices, and delivery options.
   - Chatbot
   - Collaborative filtering
   - Personalized system
   - Content creation
   No. Your answer is incorrect.
   Score: 0
   Accepted Answers:
   Collaborative filtering

9) ________ are the computer files that a marketer can download onto the computer and mobile phone of an online shopper who visits the marketer's website. It allows the marketer's website to record a user's visit, track visits to other websites, and share that information in the future.
   - Cache
   - Cookies
   - Session storage
   - Local storage
   No. Your answer is incorrect.
   Score: 0
   Accepted Answers:
   Cookies

10) An online consumer who researches products online and then purchases them at a retail store is known as a ________
    - Multichannel shopper
    - Click and collect shopper
    - Online shopper
    - Single channel shopper
    No. Your answer is incorrect.
    Score: 0
    Accepted Answers:
    Single channel shopper