

## Unit 2 - week 0 Assignment 0

### Course outline

How does an NPTEL online course work?

week 0 Assignment 0

Quiz : Assignment 0

Week 1

Week 2

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## Assignment 0

The due date for submitting this assignment has passed.  
As per our records you have not submitted this assignment.

**Due on 2020-02-24, 23:59 IST.**

1) Sales and Distribution Management majorly focuses on the \_\_\_\_\_ aspect of an organization.

1 point

- a. Selling
- b. Purchasing
- c. Production
- d. Supply chain

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a

2) State whether the following is True or False.

1 point

Selling at its core can be termed as the revenue generation activity for an organization.

- a. True
- b. False

- a
- b

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a

3) Sales management is a part of \_\_\_\_\_ management.

1 point

- a. Marketing Management
- b. Human Resources Management
- c. Both Marketing and Human Resources Management
- d. None of the above

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a

4) \_\_\_\_\_ involves dealing with customers in the field and making efforts towards convincing them to purchase the products manufactured by the company.

1 point

- a. Face to Face bargaining
- b. Personal Selling
- c. Viral Marketing
- d. Buzz selling

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
b

5) Identify the missing link in the consumer decision making process;

1 point

Problem/need recognition, Information search, \_\_\_\_\_, Purchase decision and Post-purchase behavior.

- a. Closing and Finalizing
- b. Generating more information
- c. Evaluation of alternatives
- d. None of the above

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
c

6) State whether the following is True or False.

1 point

Test marketing is used for those products which have no historical sales figures.

- a. True
- b. False

- a
- b

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a

7) The objective behind motivating sales force is to:

1 point

- a. Increase the sales of the products
- b. To capture more territories
- c. Only b
- d. Both a and b

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
d

8) \_\_\_\_\_ offer a wide assortment of products at substantial price cuts.

1 point

- a. Discount houses and specialty stores
- b. Factory outlets and Discount houses
- c. Specialty stores
- d. None of the above

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
b

9) \_\_\_\_\_ is about encouraging people to apply for the jobs of sales associates in an organization.

1 point

- a. Selection of sales associates
- b. Recruitment for sales associates
- c. Directing for sales associates
- d. Both a and b

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
b

10) The aspect which deals with deciding the salary and commission for sales agent falls under the broad umbrella of:

1 point

- a. Compensation
- b. Training
- c. Motivation
- d. All of the above

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a

11) When products are stocked in as many as outlets as possible, it is known as:

1 point

- a. Exclusive Distribution
- b. Intensive Distribution
- c. Selective Distribution
- d. None of the above

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
b

12) State whether the following is True or False.

1 point

Temporal discrepancy relates to the difference in time with respect to when a product is manufactured, and when it is consumed.

- a. True
- b. False

- a
- b

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a