

Unit 3 - Week 1

Course outline

How does an NPTEL online course work?

week 0 Assignment 0

Week 1

- Lecture 01 : Introduction to Sales Management
- Lecture 02 : Sales Management, Personal Selling, and Salesmanship
- Lecture 03 : Functions of Sales Executive and Roles played by Sales Managers
- Lecture 04 : Duties and Responsibilities of Sales Managers and the Effective Sales Executive
- Lecture 05 : Skills required in Sales Managers and Qualities in a Sales Managers
- Lecture Materials of Week 1
- Quiz : Assignment 1
- Feedback Form

Week 2

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Details Solution

Text Transcripts

Assignment 1

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

Due on 2020-03-04, 23:59 IST.

 1) State whether the following is True or False. 1 point

Before the Industrial Revolution, selling was not an important function.

- a. True
- b. False

- a
- b

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 a

 2) Which of the following falls within the purview of the duties and responsibilities of a sales manager? 1 point

- a. Territory management
- b. Quota formulation
- c. Sales forecasting
- d. All of the above

- a
- b
- c
- d

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 d

 3) Sales, _____, and expenses that are the major determinants of net profit are ultimately affected by the performance of sales personnel. 1 point

- a. Net margin
- b. Quotas
- c. Gross margin
- d. Revenues

- a
- b
- c
- d

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 c

 4) Salesmanship is a _____ effort that motivates potential buyers to decide in favor of the seller's product or service. 1 point

- a. Seller-initiated
- b. Buyer-initiated
- c. Marketing department-initiated
- d. Organization-initiated

- a
- b
- c
- d

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 a

 5) Selling to schools, hospitals, hotels, and railways falls within the ambit of _____ selling. 1 point

- a. B2B
- b. Industrial
- c. Institutional
- d. All of the above

- a
- b
- c
- d

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 d

 6) Frontline salespeople are _____. 1 point

- a. Order creators
- b. Order takers
- c. Order getters
- d. All of the above

- a
- b
- c
- d

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 c

 7) A divisional sales manager represents the _____ level sales management. 1 point

- a. Top
- b. Middle
- c. Lower
- d. First

- a
- b
- c
- d

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 b

 8) The planning functions of a sales executive include dealing with all of the below except one. Identify which of the following is not dealt with by a sales executive as a planning function. 1 point

- a. Communicating and coordinating with other marketing executives
- b. Sales program
- c. Sales organization
- d. Control

- a
- b
- c
- d

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 a

 9) As a part of the _____ management team, sales managers provide inputs for developing long-term marketing and sales plans. 1 point

- a. Operational
- b. Tactical
- c. Strategic
- d. Field

- a
- b
- c
- d

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 c

 10) Apart from earning new customers, sales personnel must sell to existing customers in a repeated manner as well. This is termed as _____ selling. 1 point

- a. Loyalty
- b. Service
- c. Frequency point
- d. All of the above.

- a
- b
- c
- d

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 b

 11) State whether the following is True or False. 1 point

Sales managers must only supervise their salesforce. Providing to the marketing team at the regional/zonal and corporate level with market information and customer feedback is not a part of their duty.

- a. True
- b. False

- a
- b

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 b

 12) The analytical ability to deal with customer's problems, deliver presentations, handle customer queries exemplify _____ that sales managers must possess. 1 point

- a. Intellectual power
- b. Technical skills
- c. Strategic management skills
- d. None of above

- a
- b
- c
- d

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 b

 13) _____ help sales managers present their product offering as a solution to the buyer's problem (need-benefit linkage). 1 point

- a. Interpersonal skills
- b. Technical skills
- c. Strategic management skills
- d. Conceptual skills

- a
- b
- c
- d

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 d

 14) For _____ salespersons, the focus is on taking care of customers, both prospective and actual. Money is a motivator but not at the cost of customer interest. 1 point

- a. Technical
- b. Traditional
- c. Professional
- d. Any of the above

- a
- b
- c
- d

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 c

 15) Sales managers must monitor, collect and disseminate information about changes in the _____ environment faced by a company. 1 point

- a. Macro
- b. Micro
- c. Both of the above
- d. None of the above

- a
- b
- c
- d

 No, the answer is incorrect.
 Score: 0

 Accepted Answers:
 c