

Unit 4 - Week 2

Course outline

How does an NPTEL online course work?

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Week 1

Week 2

Lecture 06 : Determining Sales related Marketing Policies

Lecture 07 : Determining Sales related Marketing Policies (contd.)

Lecture 08 : Strategic Planning, Sales Objectives, Strategies and Tactics

Lecture 09 : The Sales Organization

Lecture 10 : The Sales Organization (contd.)

Lecture Materials of Week 2

Quiz : Assignment 2

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Assignment 2

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

Due on 2020-03-11, 23:59 IST.

1) Sales-related policies play a major role in managing the sales force. Sales executives must be aware of three types of sales related policies, which are pricing related policies, distribution related policies and _____ related policies. 1 point

- Promotion
- Product
- Both of the above
- None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
b

2) Adding new product offerings or removing old ones is an element of the _____ policy. 1 point

- Product line
- Product design
- Product quality
- None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

3) Sales volume potentials are meaningful only when considered in relation to _____. 1 point

- Competition
- Pricing
- Market share
- Selling costs

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
d

4) It is more suitable to use list pricing when a marketer utilizes a _____ distribution channel. 1 point

- Exclusive
- Selective
- Any of the above
- None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

5) In the case of _____ pricing, companies price their products at any level above the incremental level costs. 1 point

- Promotion
- Full cost
- Contribution
- None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

6) The most commonly adopted pricing policy is to _____ the competitor's prices. 1 point

- Match
- Price above
- Price lower
- None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

7) In the case of _____ pricing, marketers pay freight charges but include them in price quotations. 1 point

- Transport
- F.O.B. pricing
- Delivered pricing
- None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

8) _____ planning is done within a particular business unit for each product. 1 point

- Product
- Operational
- Any of the above
- None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

9) A sales strategy comprises which of the following? 1 point

- Classification of accounts
- Relationship strategy
- Channel strategy
- All of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
d

10) For medium sales and profit potential customers, companies follow _____ relationships. 1 point

- Value-added
- Transactional
- Collaborative
- None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

11) Good job _____ provide clear indications to sales personnel regarding the role that they are expected to play. 1 point

- Evaluations
- Specifications
- Classifications
- Descriptions

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
d

12) The most fundamental authority within an organization is the _____ authority. 1 point

- Line
- Staff
- Functional
- Line and staff

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

13) Which of the following is NOT a basic management concept related to sales organizations? 1 point

- Control
- Coordination
- Communication
- Degree of specialization

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

14) When indistinguishable products are marketed to several types of customers, or when similar products are sold to different industries, a _____ division of line authority is more suitable. 1 point

- Customer
- Marketing channel
- Any of the above
- None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

15) State whether the following is True or False. The oldest and simplest organizational structure is the line and staff sales organization. 1 point

- True
- False

- a
 b

No, the answer is incorrect.
Score: 0

Accepted Answers:
b