

Unit 5 - Week 3

Course outline

How does an NPTEL online course work?

week 0 Assignment 0

Week 1

Week 2

Week 3

- Lecture 11 : The Sales Department Relations
- Lecture 12 : The Sales Department Relations (contd.)
- Lecture 13 : Planning, Sales forecasting and Budgeting
- Lecture 14 : Planning, Sales forecasting and Budgeting (contd.)
- Lecture 15 : Planning, Sales forecasting and Budgeting (contd.)

Lecture Materials

Quiz : Assignment 3

Feedback Form

Week 4

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Week 7

Week 8

Details Solution

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Assignment 3

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

Due on 2020-03-18, 23:59 IST.

- 1) Manufacturing good products at competitive prices involves a huge coordination between the production department and the _____ department(s). 1 point
- Marketing and sales
 - Finance
 - Human resource management
 - All of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d
- 2) Informal methods of coordination are _____ important and much better than formal methods. 1 point
- Much less
 - Much more
 - Equally
 - None of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
b
- 3) State whether the following is True or False. The advertising department thrives on personal selling techniques. 1 point
- True
 - False
- a
 b
- No, the answer is incorrect.
Score: 0
Accepted Answers:
b
- 4) The sales department helps the finance department by sharing with them the sales estimates for _____ budget. 1 point
- Companies annual
 - Departmental
 - Any one of the above
 - Both of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d
- 5) State whether the following is True or False. Production department also plays a role in assisting the sales department in determining training needs requirements. 1 point
- True
 - False
- a
 b
- No, the answer is incorrect.
Score: 0
Accepted Answers:
a
- 6) A good sales plan should be practical and achievable, keeping in mind the resources and _____. 1 point
- Contradiction
 - Constraints
 - Constructs
 - Control
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
b
- 7) A sales forecast acts as a precursor for planning a lot of activities in the _____ department(s). 1 point
- Marketing
 - HR
 - Finance
 - All of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d
- 8) The estimated units of sales in either rupees or number of units sold for a specific period of time is termed as _____. 1 point
- Budget
 - Revenue
 - Sales forecast
 - Sales potential
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
c
- 9) Which of the following is NOT a basis of preparing a sales forecast? 1 point
- Season
 - Geographic area
 - Time period
 - Product level
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
a
- 10) For determining the _____ potential, products or services marketed by all the companies in an industry are taken into consideration. 1 point
- Market
 - Sales
 - Either of the above
 - None of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
a
- 11) In case of _____ planning, the budget is prepared by those who work at the grassroot to achieve targets. 1 point
- Bottom-up approach
 - Build-up approach
 - Either of the above
 - None of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
c
- 12) Which of the following is NOT a qualitative method of sales forecasting? 1 point
- Executive opinion
 - Sales-force composite
 - Delphi method
 - Decomposition method
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d
- 13) A sales budget proves useful for predicting the _____ of a company. 1 point
- Market share
 - Sales potential
 - Profitability
 - None of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
c
- 14) In a sales budget, the total sales units are further bifurcated into _____ sales. 1 point
- Unit
 - Monthly, quarterly
 - Region wise
 - All of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d
- 15) The sales budget acts a _____ element. 1 point
- Planning
 - Control
 - Both of the above
 - None of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
c