

Unit 6 - Week 4

Course outline

How does an NPTEL online course work?

Week 0 Assignment 0

Week 1

Week 2

Week 3

Week 4

Lecture 16 : Buyer-Seller Dyads

Lecture 17 : Diversity of Personal-Selling Situations

Lecture 18 : Theories of Selling

Lecture 19 : Theories of Selling (contd.)

Lecture 20 : The Selling Process

Lecture Materials

Quiz : Assignment 4

Feedback Form

Week 5

Week 6

Week 7

Week 8

Details Solution

Text Transcripts

Assignment 4

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

Due on 2020-03-25, 23:59 IST.

- 1) A major determinant of buyer-seller dyadic interactions is the _____ conditioning with respect to making purchase decisions.
- Seller's
 - Buyer's
 - Both 'a' and 'b'
 - None of the above
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
b
- 2) The salesperson-buyer dyadic relationship illustrates that the sales process is influenced by the _____.
- Salesperson
 - Customer
 - Either of the above
 - Both of the above
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
d
- 3) When a salesperson sells to existing customers so as to earn revenues and profits, it is termed as _____.
- Developmental Selling
 - Service Selling
 - Loyalty selling
 - None of the above
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
b
- 4) The salesperson on the sales counter in a retail store exemplifies an order _____.
- Getter
 - Taker
 - Creator
 - All of the above
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
b
- 5) _____ sell expensive products, often capital goods, highly priced, and with long term implications for the clients.
- Indirect sales people
 - Back door sales people
 - Political sales people
 - Salespersons engaged in multiple sales
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
d
- 6) State whether the following is True or False.
The easiest form of sales is developmental selling.
- True
 - False
- a
 b
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
b
- 7) The AIDAS stands for _____, _____, Desire, Action and Satisfaction.
- Attention, Involvement
 - Attention, Interest
 - Alertness, Interest
 - Awareness, Involvement
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
b
- 8) State whether the following is True or False.
According to one view, selling is a science as it is conceptual and theoretical can be taught.
- True
 - False
- a
 b
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
a
- 9) The set of circumstances in the Right Set of Circumstances Theory include factors _____ to the prospect.
- Internal
 - External
 - None of the above
 - Both of the above
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
d
- 10) State whether the following is True or False.
The selling theories based on the experiential approach lay emphasis on "what to do" and "how to do" in sales, rather than the "why to do".
- True
 - False
- a
 b
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
a
- 11) The Behavioral Equation Theory was proposed by _____.
- Neil Rackham
 - J.A. Howard
 - E.K. Strong Jr.
 - None of the above
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
b
- 12) The _____ are the least important and least powerful among the four questions in SPIN selling.
- Situation questions
 - Problem questions
 - Implication questions
 - Need-payoff questions
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
a
- 13) The _____ questions are meant to draw the prospect's attention to the solution.
- Situation
 - Problem
 - Implication
 - Need-payoff
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
c
- 14) The choice of a particular sales presentation method depends upon _____.
- Information about the prospect and his need
 - Whether the prospect is hot, warm or cold
 - Either of the above
 - Both of the above
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
d
- 15) State whether the following is True or False.
The formula method is used by telemarketers and door-to-door salespersons.
- True
 - False
- a
 b
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
b