

Unit 7 - Week 5

Course outline

How does an NPTEL online course work?

week 0 Assignment 0

Week 1

Week 2

Week 3

Week 4

Week 5

- Lecture 21 : The Selling Process (contd.)
- Lecture 22 : Sales Force Management: Job Analysis
- Lecture 23 : Sales Force Management: Recruitment
- Lecture 24 : Sales Force Management: Selection
- Lecture 25 : Sales Force Management: Training
- Lecture Materials
- Quiz : Assignment 5**
- Feedback Form

Week 6

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Details Solution

Text Transcripts

Assignment 5

The due date for submitting this assignment has passed. **Due on 2020-04-01, 23:59 IST.**
As per our records you have not submitted this assignment.

- 1) The _____ stage in the selling process occurs after the presentation has been made, objections have been dealt with, but the order has not been placed. 1 point
- a. Trial Close
 - b. Approach
 - c. Overcoming Objections
 - d. None of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
a
- 2) T-account technique is one of the techniques which the salesperson uses in the _____ stage of the selling process. 1 point
- a. Approach
 - b. Overcoming Objections
 - c. Closing
 - d. None of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
c
- 3) State whether the following is True or False. The sequential order of the steps in a selling process are a standard, and must be followed in the same manner across all selling situations. 1 point
- a. True
 - b. False
- a
 b
- No, the answer is incorrect.
Score: 0
Accepted Answers:
b
- 4) Job _____ is a process wherein data with respect to a particular job is systematically collected and described. 1 point
- a. Specification
 - b. Design
 - c. Analysis
 - d. Description
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
c
- 5) A sales job analysis helps determine_____. 1 point
- a. The nature and importance of the job, duties and responsibilities
 - b. Skills required for the job
 - c. Working conditions
 - d. All of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d
- 6) The sales job _____ deals with what the sales job position does, how it is done, under what conditions it is done, etc. 1 point
- a. Specification
 - b. Description
 - c. Design
 - d. Analysis
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
b
- 7) The _____ process begins when applications are invited, and ends with the deadline or the last date of receipt of applications. 1 point
- a. Recruitment
 - b. Selection
 - c. Both of the above
 - d. None of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
a
- 8) The unsolicited walk-ins as well as write-ins or online applications received by the company in the past exemplify an _____ source of recruitment. 1 point
- a. Internal
 - b. Chance
 - c. External
 - d. None of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
c
- 9) The internal and external sources of recruitment must be analyzed in terms of the _____ of applications received. 1 point
- a. Quantity
 - b. Quality
 - c. Both of the above
 - d. None of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
c
- 10) State whether the following is True or False. The sales potential method is also known as the build-up method. 1 point
- a. True
 - b. False
- a
 b
- No, the answer is incorrect.
Score: 0
Accepted Answers:
b
- 11) Which of the following is wrongly matched? 1 point
- a. Performance test-Aptitude tests
 - b. Paper pencil tests-Interest tests
 - c. Paper pencil tests-Personality tests
 - d. None of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
d
- 12) A candidate is given a hypothetical situation and asked how he or she would react to it. This is known as a _____ interview. 1 point
- a. Conditional
 - b. Situational
 - c. Dynamic
 - d. None of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
b
- 13) Identifying initial training needs involves an analysis of the _____. 1 point
- a. Job design
 - b. Job engagement
 - c. Job specification
 - d. All of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
c
- 14) State whether the following is True or False. Initial training programs are narrower in scope as compared to continual sales training programs. 1 point
- a. True
 - b. False
- a
 b
- No, the answer is incorrect.
Score: 0
Accepted Answers:
b
- 15) Most companies use a standard application form which the recruits must fill in. This is known as an application _____. 1 point
- a. Blank
 - b. Bank
 - c. Format
 - d. All of the above
- a
 b
 c
 d
- No, the answer is incorrect.
Score: 0
Accepted Answers:
a