

Unit 8 - Week 6

Course outline

How does an NPTEL online course work?

week 0 Assignment 0

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Week 4

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Week 6

- Lecture 26 : Sales Force Management: Training
- Lecture 27 : Sales Force Management: Motivation
- Lecture 28 : Sales Force Management: Compensation
- Lecture 29 : Sales Force Management: Managing Expenses of Sales Personnel
- Lecture 30 : Sales Force Management: Evaluation
- Lecture Materials
- Quiz : Assignment 6
- Feedback Form

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Assignment 6

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

Due on 2020-04-08, 23:59 IST.

1) The common criteria which are used for selecting trainees for training programs relate to _____.

- a. Reward for good performance
- b. Action for poor performance
- c. Seniority
- d. All of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
d

1 point

2) The main objective of _____ is to check the spontaneity of the trainees.

- a. Impromptu discussions
- b. Lectures
- c. Case discussions
- d. Role playing

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

1 point

3) State whether the following is True or False.
Effective sales trainers heavily rely on lectures for imparting field training skills to the sales persons.

- a. True
- b. False

- a
 b

No, the answer is incorrect.
Score: 0

Accepted Answers:
b

1 point

4) State whether the following is True or False.
Companies must motivate salespeople at the individual level as well as at the team/ group level.

- a. True
- b. False

- a
 b

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

1 point

5) A salesperson suffers an _____ conflict, which arises from his multi-group membership.

- a. Inter-role
- b. Intra-role
- c. Both of the above
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

1 point

6) An application of Herzberg's theory of motivation, would be that good working conditions, and decent and fair compensation packages for salespersons are provided as _____ factors.

- a. Motivation
- b. Satisfaction
- c. Hygiene
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

1 point

7) Salespersons who are high on _____ would act as strong team leaders for salesforce who are Y Type.

- a. n-Pow
- b. team work
- c. n-Ach
- d. n-Aff

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

1 point

8) The _____ policy refers to how an organization's pay level compares to those of its competitors.

- a. Pay level
- b. Pay structure
- c. Pay system
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

1 point

9) The job evaluation systems helps in determining the relative importance of jobs in comparison to other sales jobs, and this helps determine the _____.

- a. Pay levels
- b. Pay structures
- c. Both of the above
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

1 point

10) State whether the following is True or False.
There is no direct relationship between fringe benefits and job performance.

- a. True
- b. False

- a
 b

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

1 point

11) Management needs to keep a control on the expenses as these are a part of the _____ profits and can dilute _____ profits.

- a. Gross, Net
- b. Net, Gross
- c. Gross, Marginal
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

1 point

12) Under the _____ method of reimbursement of expenses, the salesperson must manage the allocation of expenses under different heads like boarding, lodging, travel, entertainment etc. on his own.

- a. Honor System
- b. Expense Quota
- c. Flexible Expense Account
- d. Flat Expense Account

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
d

1 point

13) Sales volume and profit earned, average sales calls per day, selling expense ratio etc. are examples of _____ performance standards.

- a. Objective
- b. Quantitative
- c. Either of the above
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

1 point

14) The _____ standard serves as a basis for maintaining a certain level of customers across each territory.

- a. Territorial net profit
- b. Sales Coverage Effectiveness Index
- c. Territorial market share
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

1 point

15) Companies set performance standards for _____ activities.

- a. Selling
- b. Non-selling
- c. Both of the above
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

1 point