

Unit 9 - Week 7

Course outline

How does an NPTEL online course work?

week 0 Assignment 0

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

● Lecture 31 : Sales Force Management: Evaluation (contd.)

○ Lecture 32 : Sales Quotas

● Lecture 33 : Sales Quotas

○ Lecture 34 : Sales Territory

● Lecture 35 : Management of Sales Territories

○ Lecture Materials

○ Quiz : Assignment 7

○ Feedback Form

Week 8

Details Solution

Text Transcripts

Assignment 7

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

Due on 2020-04-15, 23:59 IST.

1) Field sales reports act as instruments of _____ . 1 point

- a. Planning
- b. Control
- c. Both of the above
- d. None of the above.

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

2) The _____ stage in performance appraisal of sales personnel highlights the areas for improvement. 1 point

- a. Evaluation
- b. Planning
- c. Organizing
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

3) A potential new business report is indicative of _____ by sales personnel. 1 point

- a. Lead generation
- b. Prospecting
- c. Both of the above
- d. None of the above.

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

4) A quota is assigned to a _____ . 1 point

- a. Marketing unit
- b. Sales unit
- c. Either of the above
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

5) Sales volume quotas are stated in form(s) of _____ . 1 point

- a. Rupees /Dollars
- b. Units
- c. Points
- d. All of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
d

6) The basic premise of the _____ quotas is to emphasize upon salespersons to make profitable sales. 1 point

- a. Financial
- b. Activity
- c. Sales volume
- d. All of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

7) Deriving sales targets from the territorial sales potential is apt only in situations where the _____ approach is used for determining sales estimates. 1 point

- a. Break-down
- b. Bottom-up
- c. Both of the above
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
b

8) When the company is new, or is launching new products, or is entering new territories and markets, the _____ method is aptly used to derive sales quotas. 1 point

- a. Salespersons' estimates
- b. Compensation plan
- c. Total market estimates
- d. Executive judgment

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
d

9) A sales territory comprises _____ customers, which is assigned to a salesperson. 1 point

- a. Existing
- b. Potential
- 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. 1 point

A sales territory may not always be linked to a geographic unit.

- a. True
- b. False

- a
 b

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

11) Identifying the total sales potential for all customers in each geographical control unit would require estimating the _____ potential or the _____ forecast. 1 point

- a. Market, Company sales
- b. Market, Market
- c. Prospect, Market
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
b

12) State whether the following is True or False. 1 point

A control unit in terms of sales management is a geographical unit or territory base, and may be a state, city, district or a town.

- a. True
- b. False

- a
 b

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

13) Commonly used shapes for formation of territories are _____, wedge and clover leaf. 1 point

- a. Circle
- b. Square
- c. Both of the above
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

14) Time allocated for sales call to be made on customers depends on _____. 1 point

- a. Type of customer
- b. Sales potential of customers
- c. Service selling or developmental selling
- d. All of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
d

15) The _____ method for deciding sales territories involves deciding on call frequencies to be made. 1 point

- a. Build-up
- b. Break-down
- c. Both of the above
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a