

Q 1. Which one of the following is a reason to carry out credit check of the customer before processing the loan?

- A. To verify whether the customer is a valid citizen of our country
- B. To verify his identity, address and date of birth with Aadhar Card
- C. To verify whether the customer is capable of paying back loans
- D. To verify whether the customer has any criminal records with the police

Q 2. If the Product cost = Rs. 10,000 Loan interest fee = 1% Processing fee = Rs. 100. Calculate the EMI for 3 monthly installments?

- A. Rs 5,000/- per month
- B. Rs 3,400/- per month
- C. Rs 3,000/- per month
- D. Rs 4,000/- per month

Q 3. Which of the following must a sales associate be able to do while demonstrating the product?

- A. Ability to use the product
- B. Ability to state features and benefits
- C. Ability to answer customer queries
- D. All of the above

Q 4. There are customer complaints of the store being very unhygienic during weekends. This is in spite of the house keeping team doing their job as per the schedule. Which one of the following would you recommend to resolve this issue?

- A. Ignore the complaint, during weekends this is bound to happen due to the heavy rush
- B. Suggest to the housekeeping department increase the number of cleaning cycles on weekends
- C. Ensure that customers are frequently reminded not to dirty the store premises
- D. Suggest that the housekeeping staff is inefficient and to appoint team

Q 5. Which are the time wasters while prioritizing your work?

- A. Planning for the day
- B. Referring to do list

- C. Talking to fellow colleagues about the traffic
- D. Asking the supervisor to train you on essential skills

Q 6. Identify the purpose for which this equipment is used?

- A. Match the features and benefits with some real life utility examples
- B. Provide product brochures with pictures of how it can be used
- C. Present benefits with demo and ask customers to confirm from other staff
- D. While demonstrating ask customer to take feedback from other customers

Q 7. As a part of after sales support team, one should.....?

- A. Ensure prompt turn-around-time for responses to customer queries
- B. Tele Call the customers frequently to identify cross selling opportunities
- C. Handover the customer details to other departments for tele calling
- D. None of the above

Q 8. A customer is asking for a product that is out of stock. What would be your response?

- A. Let the customer know that we are out of stock
- B. Let the customer know that the stock would be available next week
- C. Offer to call when the stock arrives and home deliver it
- D. Tell the customer to visit the store after two days

Q 9. A customer wants to look at mobile phones which are not expensive but which has advanced features. Which of the following mobiles will be the most appropriate for the customer?

- A. Show all the low priced handsets
- B. Show all handsets with advanced features
- C. Show all high priced and few low priced handsets that have advanced features
- D. Show two to four handsets at different price range that have advanced features.

Q 10. Which of the following actions will help a SA in understanding the customer's concerns to the satisfaction of the customer?

- A. By asking more closed ended questions such as "is that all you wanted to say?"
- B. By attempting to convince the customer before they have stated the complete problem
- C. By demonstrating a more receptive behavior by nodding your head and making notes
- D. By asking more open ended questions and summarizing the problem in the end

Q 11. Identify the purpose for which this equipment is used?

- A. Sales
- B. Cash
- C. Security
- D. Visual

Q 12. Which one of the following is a feature of body language?

- A. E-mails
- B. Telegrams
- C. Voice
- D. Letters

Q 13. Which one of the following software packages helps to provide seamless delivery of customer service?

- A. Any Microsoft windows applications
- B. Any financial accounting application
- C. Any CRM application
- D. Any delivery application

Q 14. As a retail in store product demonstrator, you will be communicating directly with?

- A. Customer
- B. Seller
- C. Manufacturer
- D. Delivery boy

Q 15. Which of the following factor is important to convey the benefits of the product to the customers?

- A. Neatly ironed uniform

- B. Expertise in English
- C. Art of displaying the products
- D. Clarity in speech

Q 16. Which one of the following is a benefit of running promotions in the store ?

- A. Foot fall of customers increases resulting in increase of profits
- B. Foot fall of window shopping customers increases resulting in revenue
- C. Helps in building a good rapport with the customers
- D. Helps in understanding the precise needs of customers

Q 17. A regular and loyal customer accidentally breaks a pickle bottle and insists to pay for it. Which of the following actions would you take with the intent to strengthen the relationship with the customer?

- A. Accept the payment and report the incident
- B. Accept the payment by providing some discount
- C. Do not accept the payment tell the customer that it will be managed
- D. Do not accept the payment by obtaining permission from supervisor to do so

Q 18. A 75-year-old customer complains that he was sold a smart phone instead of a basic handset which is easy to operate. Is it a case of mis-selling? How will you handle this complain?

- A. Not mis-selling, tell the customer that the product once sold cannot be replaced
- B. It is mis-selling, tell the customer that it can be replaced but no refund will be given
- C. Not mis-selling, apologize to the customer and arrange for a replacement as per the store's policy
- D. It is mis-selling, apologize to the customer and arrange for a replacement as per the store's policy

Q 19. Following are the priority wise needs stated by a customer to buy a mobile handset,

- 1st priority: Quick download
- 2nd priority: Uninterrupted chat conversation
- 3rd priority: High speed gaming

4th priority: Cost effective Which of the following handsets would be appropriate to be propose to the customer?

- A. Handset that supports internet with high speed at moderate price
- B. Handset that supports internet with moderate speed and low price
- C. Handset which supports internet with low speed and low price
- D. Handset which supports internet and gaming at any speed

Q 20. A customer gives a feedback that the products that are low priced and bear private are always of sub-standard quality. Which of the following actions should be taken first with respect to the customer's feedback?

- A. Ignore the feedback as you have heard of it for the first time
- B. Check with the systems and other customers if similar feedbacks exist
- C. Immediately escalate it to the store manager asking to replace the products
- D. D going forward avoid recommending or suggesting store's private brand to customers

Q 21. Which of the following factor is important to convey the benefits of the product to the customers?

- A. Neatly ironed uniform
- B. Expertise in English
- C. Art of displaying the products
- D. Clarity in speech

Q 22. Which one of the following can be a security risk at the store?

- A. Camera in the trial room section not working
- B. Camera in the store managers laptop not working
- C. Camera above the billing counter and not working
- D. Camera in the handset of security personnel not working

Q 23. Which of the following is the purpose of holding promotions in the store? A.Clearing old items and

bringing in new items B. Sell off season items at a discounted price C. To provide discounts to loyal customers only D. Promote more products to the students only?

- A. D and C
- B. C and A
- C. B and C
- D. A and B

Q 24. From the toys section, you notice a colleague, who is unwell, in the home appliances section struggling to stack products on the shelf. Which one of the following would you do to help?

- A. Request someone from the toys section to look after your work and go help your colleague
- B. Request someone from home appliances section to leave their work and help the colleague
- C. Report it to the supervisor of the home appliances section that your colleague is unwell
- D. Report it to the supervisor of the toys section that your colleague is unwell

Q 25. Which of the following precautions need to be taken to prevent fire? A. Allowing smoking only in the car parking areas B. Managing all the garbage burning them inside store premises C. Not allowing smoking in any of the store premises area D. Conducting routine checks and fire drills as per product?

- A. B
- B. C and D
- C. A and D
- D. D

Q 26. On the job individual should respond to customer service problems within the limits of his/her own?

- A. Role
- B. Responsibility
- C. Limits
- D. Authority

Q 27. Always be..... towards a customer?

- A. Polite
- B. Rude
- C. Abusive
- D. Confused

Q 28. How should customer feedback be collected?

- A. Only from regular customer
- B. Both in a formal and informal manner
- C. Only in an informal and casual manner
- D. By using online formats

Q 29. 'The Sony A2415 mobile handset is equipped with 4G internet facility'. What does this statement indicate?

- A. An advantage of the handset
- B. The advantage and benefit of the handset
- C. A feature of the handset
- D. A benefit of the handset

Q 30. When a customer walks into a store he was not well received or offered any help because all the associates were engaged in a conversation. He feels ignored. How will you address such a situation?

- A. Tell the customer that this is shift changing time and it is common
- B. Greet the customer and ask if he requires any assistance
- C. Wait for customer to approach you and keep chatting with friends
- D. Leave customer alone and let him find his way to the products

Q 31. Which one of the following factors will help in resolving customer concerns?

- A. Knowing the customer's buying habits
- B. Knowing how to act on customer feedback
- C. Knowing the customer personally and being friendly
- D. Knowing the process of recording customer complaints.

Q 32. A colleague is seen consuming a packet of biscuit taken from the sales floor. What is the first action to be taken as a sales associate?

- A. Inform supervisor
- B. Inform the cashier
- C. Ask him to eat outside the store premises
- D. Request him to pay for the biscuit packet

Q 33. A customer decides to buy a handset worth Rs 14,500/- The customer was initially interested in another handset with more benefits and extended warranty which costs Rs 16,400/- It also had an offer of 10% discount on Bluetooth headset. Which of the following actions will you take to close the sale?

- A. Sell handset priced Rs 14,500/- and arrange for billing
- B. Sell handset priced Rs 14,500/- and Bluetooth headset separately
- C. Offer the customer the handset worth Rs 16,400/- and provide 5% discount and state the offer on the Bluetooth headset
- D. Offer the customer the handset worth Rs 16,400/- by stating its benefits with an additional offer of 10% discount on the Bluetooth headset

Q 34. You understood the needs of the customer and proposed a product, but the customer is unsure of buying the product or service. How can you attempt to persuade the customer?

- A. Probe further to understand the concerns of the customer
- B. Politely handle the objections and provide solutions
- C. Express regret to the customer and let them leave
- D. Both a and b

Q 35. Identify the technique of selling in this example -

A customer comes in to the Maruti Car Showroom with the intention to buy a particular model. The sales person engages the customer in a brief chat to understand the requirements better. The sales person explains the customer features and benefits of the selected model and another new model that is a bit expensive, but has better features. The customer likes the new model, but is concerned about the price. The sales person offers a discount and the deal is sealed?

- A. Up-selling
- B. Cross-selling
- C. Add-on-selling
- D. Complimentary selling