

Q 1. Which one of the following is an example of a feature and condition of credit facility?

- A. 0% Interest, 0% Processing Fee and 10 EMIs
- B. Replacement provided in 7 working days
- C. Refund of amount if returned within 2 days
- D. Warranty void if seal of the product is broken

Q 2. What has to be done if one notices that lock of inventory room is broken?

- A. Should bring in new lock and re-lock the door
- B. Should close the latch and start his work
- C. Should close the door and report it to authorities
- D. Should identify the reasons for the breakage

Q 3. Which of the following helps in disinfecting the hand?

- A. Hand sanitizer
- B. Hand towels
- C. Hand kerchief
- D. Hand wash

Q 4. Which of the following is a post-demonstration step that must be followed by the sales associate, in case of no sale?

- A. Collect customer contact details
- B. Show the exit to the customer
- C. Refer him to another store
- D. Do not show alternate products

Q 5. What is the purpose of product demonstration?

- A. Building interest in the minds of sales associates
- B. Make the customer aware of a product's benefits
- C. To ensure the customer always purchases
- D. To ensure the customer rejects the competitor products

Q 6. Which of the following the sales associate should consider before demonstrating the product to the customer?

- A. Get to know your product well
- B. Make a list of the product's main features and benefits
- C. Gather props for your demonstration
- D. All of the above

Q 7. 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 8. Which of the following is designed to be used as a short term way of boosting sales and convincing a potential customer to buy a product?

- A. Display promotion
- B. Staff promotion
- C. Advertisement promotion
- D. Sales promotion

Q 9. Which of the following locations inside the store is most appropriate to display promotional items?

- A. Areas where the traffic of customer is low
- B. Areas where the traffic of customers is high
- C. Near the security counter
- D. At the end caps only

Q 10. For providing after-sales service, with whom the sales associate should share the customer details?

- A. The technical or installation team
- B. The customer service team
- C. The sales & operation
- D. The Marketing & Promotion Team

Q 11. Why is customer feedback important?

- A. Opportunity to target potential customers
- B. Best way to measure customer satisfaction
- C. Give insights to improve customer experience
- D. Helps to improve customer retention

Q 12. Which can cause accident?

- A. Slippery Floor
- B. Unlocked Rooms
- C. Locked Lifts
- D. Stored forklift

Q 13. 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 14. A customer intends to buy a cell on credit, but is not eligible. What would you do?

- A. As a special situation and offer the credit
- B. Explain the eligibility terms and conditions
- C. Relax the terms and conditions
- D. Ask the customer to seek for sponsorship

Q 15. Improved Support Services has a direct bearing on customer loyalty?

- A. True
- B. False
- C. Partially True
- D. Partially False

Q 16. Which of the following activities help in maximizing the sale of the products?

- A. Visual merchandising
- B. Sales promotions
- C. Attractive discounts
- D. All of the above

Q 17. When billing a customer realizes he is not carrying enough cash nor has his debit/credit card handy. What will you tell the customer?

- A. Tell the customer to take products along with him and pay later during his next visit
- B. Tell the customer that his products will be kept separately till the provision of payment
- C. Ask the customer to leave the products at the billing at the billing counter and get his cards
- D. Arrange to pay for the customer's products and ask him to pay you later.

Q 18. From the toys section, you notice a colleague, who is unwell, in the home appliances section struggling to stack products on the shelf. Which 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 supervisor of the toys section that your colleague is unwell.

Q 19. What are the benefits of providing personalized customer service?

- A. Customer Purchase
- B. Customer Engagement
- C. Customer Experience
- D. Customer Retention

Q 20. The store has decided to make a change to the customer service policy that you personally do not agree to. You should?

- A. Make it clear to the customers that you do not support the change
- B. Give positive impression about changes even if you do not agree
- C. Ensure the change initiative fails
- D. Provide feedbacks to the authorities

Q 21. A customer complains that there are no trolleys available. How will you resolve the customer's concern?

- A. Show him the location where he can find the trolleys and guide him to it
- B. Politely tell the customer that during busy hours he has to bear with such situations
- C. Locate the trolley, hand it over to him and apologize for the inconvenience
- D. Tell the customer that he could use multiple baskets instead of a trolley

Q 22. Which one of the following is the purpose of using computer systems in a store?

- A. To store customer data
- B. To supply data when requested
- C. To store, retrieve and supply data
- D. To retrieve data when requested

Q 23. Customer 'A' has decided to purchase a refrigerator from the store. Unfortunately the stock is not available at the store. Which of the following option would not suit for closure of the sale?

- A. Route the order to a different branch based on stock availability
- B. Seek solutions from supplier for alternate delivery options
- C. Ask the customer to purchase from the neighboring store
- D. Propose an alternate refrigerator that is in stock

Q 24. Identify the actions/behaviors best avoided when dealing with customers?

- A. Maintaining appropriate physical distance
- B. Stand close to customer to build comfort
- C. Keep following the customer to ensure assistance if required
- D. Do not allow the customer to browse the store independently

Q 25. What is the correct way for the sales associate to explain customer, the reason why he/she is not able to resolve a customer issue due to store policy?

- A. Negatively, Rudely
- B. Straight, Unclear
- C. Neutral, Ignorant
- D. Positively, Sensitive

Q 26. Which one of the following is the most appropriate method to identify whether customer feedback and suggestions are being successfully implemented?

- A. By keeping a track if similar complaints from customers are occurring again and again
- B. By keeping a track if actions suggested for improvements are implemented
- C. By keeping a track if employees are adhering to suggestions and changes
- D. By keeping a track if customers are registering their feedback and complaints.

Q 27. In order to change organizational guidelines one should obtain the approval of somebody with sufficient?

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

Q 28. Apart from knowing the product features and benefits, what should be known about the product to an individual on job?

- A. Latest updates of the product
- B. Knowledge of similar products offered by competitors
- C. Names of the products that are not offered by competition
- D. Both A and B

Q 29. How should the sales associate respond to customer's concerns and problems?

- A. Moderately
- B. Positively
- C. Negatively
- D. ignorantly

Q 30. Which one of the following will not help in overcoming fears?

- A. Motivating people
- B. Good listening skills
- C. Aggressive body language
- D. Being open to feedback

Q 31. To give loyal customer a delightful experience, which of the following is essential for a sales associate to know?

- A. Past personal history, bank details
- B. Past bank history, spouse details
- C. Past purchase history, personal details
- D. Past spouse history, purchase details

Q 32. The store where you work has separate billing counters for loyalty card holders to facilitate speedy billing. However, during weekends, the store opens these counters to other customers also. Which one of the following can be an impact of this policy?

- A. Rush at the other billing counters will reduce but the loyalty card holders may complain
- B. Rush at the other billing counters will reduce, the loyalty card holders will not complain
- C. Rush at the other billing counters will reduce and the loyalty enrolment will increase
- D. Rush at the other billing counters will reduce but usage of loyalty card will decrease

Q 33. What is the most critical factor to be considered while organizing the delivery of service?

- A. Variety of products
- B. Different types of customers
- C. Customer satisfaction
- D. Time constraints

Q 34. How should a male or a female customer be addressed while speaking to them?

- A. Address them by their first names

- B. Address them as 'Sir/Madam'
- C. Address them by their surnames
- D. Address them by using any of the above

Q 35. Which one of the following is a reason to regularly furnish the reports?

- A. To keep a vigilant eye on the sales associate's activities
- B. To check one's progress and monitor activities and tasks
- C. To take disciplinary actions
- D. Just follow the process