

Q 1. Which one of the following document has to be verified to confirm the customer's income granting credit?

- A. ATM withdrawal receipt of customer with balance printed on it
- B. ATM mini statement with recent transaction printed on it
- C. Bank statements pass book with credits of monthly salaries printed on it
- D. Certificate issued from bank stating that the customer has no cheque bounces.

Q 2. What should be done if a customer assaults the employee?

- A. Assault the customer
- B. Call the police
- C. Get immediate medical attention
- D. Call the security personnel

Q 3. What should you use while lifting and transporting heavy object?

- A. Trolley
- B. Metal Stairs
- C. Plastic Bags
- D. Big Bags

Q 4. Which one of the following can be a material handling hazard within the store premises?

- A. Stacking tiny packets of food products on the shelf
- B. Carrying out face up of the products on the lower shelf
- C. Carrying the contaminated food products without wearing gloves
- D. Stacking chocolates on the shelf within the reach of small children

Q 5. Too much of merchandising during demonstration.....

- A. Creates a WOW factor
- B. Makes are look messy
- C. Creates a product centric feel
- D. None of the above

Q 6. Which of the following is one of the component of product demonstration?

- A. Should include examples with lively conversation
- B. Should read from the product manuals
- C. Should include only the features of the product
- D. Should not include features of the product

Q 7. Which of the following technique helps us to know the needs of the customer?

- A. Probing
- B. Fabling
- C. Proposing
- D. Pricing

Q 8. What is the importance of product knowledge in customer service and sales?

- A. Help closing sale positively
- B. Builds customer trust and respect
- C. Makes customer change their mind
- D. Creates a positive customer experience

Q 9. Which of the following actions helps in closing a sale while demonstrating the products to customer?

- A. Offer to show the benefits of the product that you think are important
- B. Offer to show the benefits of the product that customer thinks are important
- C. Offer to show the benefits of the product that the company claims are important
- D. Offer to show benefits of the product that your manager thinks are important

Q 10. While imparting specialist to customer, regarding any product, the information should be.....?

- A. Relevant to customer needs and interest
- B. Lengthy to impress the customer
- C. Short to save the time
- D. Relevant to the company manufacturing the product

Q 11. For increasing and improving sales, you should.....?

- A. Improve product displays
- B. Telecall customers
- C. Offer to sell below the price decided
- D. Run discount sale for the entire year

Q 12. After sales support programs include.....?

- A. Product Installation
- B. Gift wrapping
- C. Product billing
- D. Providing discount

Q 13. Which one of the following statements from customers is categorized as positive feedback?

- A. Air conditioner not working
- B. Billing section is very efficient
- C. Vegetables can be fresher
- D. No sufficient parking space

Q 14. Which one of the following is the system used for billing the products to the customers in the store?

- A. POS-Point of Sale
- B. POB-Point of Billing
- C. OS-Operating System
- D. PS-Permanent Selling

Q 15. 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?

- 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 16. Which one of the following actions helps in improving the relationship of the customer with the store, whenever the service requested by the customer is not available at the store during the time of request?

- A. Apologize to the customer and explain clearly that the service is not available

B. Apologize to the customer and check for the possibilities if the request can be met

C. Do not waste time as the store cannot afford such distractions during business hours

D. Ask the customer to speak to the store manager as he is the sole authority in the store only in an

Q 17. To address the service concern of the customer effectively, which of the following is obligatory before solving the problem?

A. Ask the customer to wait

B. Get all of the information from the customer regarding their complaint or issue

C. Provide the immediate support before assessing the real problem is

D. Tell the customer that problem will be solved without informing him the time frame taken to resolve the issue

Q 18. Which of the following is important, to ensure the service changes planned, gets implemented in the right way?

- A. employee retention
- B. employee instruction
- C. employee incentive
- D. employee training

Q 19. Which of the following element of communication is the most important?

- A. Listening skills
- B. Verbal
- C. Non-verbal
- D. All of the above

Q 20. Which of the following is not a proper behavior while responding to the customer?

- A. Understanding the need of the customer
- B. Nodding and responding to the customer queries
- C. Answering with a smile
- D. Answering rudely to the customer

Q 21. Which one of the following is the right of an employee at the store?

- A. Being picked up and dropped from home to workplace everyday

- B. Speaking to wife at least once on the phone during business hours
- C. Being able to remain absent from work at least for one day in a week without notice
- D. Getting his/her salary on time and one day off from work in a week

Q 22. Which of the following will not help in building trust?

- A. Keep your feelings to self
- B. Maintain confidences
- C. Demonstrate assertiveness
- D. Demonstrate competence

Q 23. Which one of the following is a benefit of team work?

- A. Enjoying food together during breaks
- B. More time during daily break hours
- C. Achievement of sales target together
- D. Union against the establishment

Q 24. is the most significant aspect of a sales associate's job?

- A. Having answers to all customer's questions
- B. Increment in Salary
- C. Making your superiors happy
- D. Controlling the human resource issue

Q 25. 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 26. Always be.....towards a customer?

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

Q 27. Which of the following elements help in creating a positive image of the store in the minds of the customer?

- A. Store decorated with flowers
- B. Fashion show every weekend

- C. Polite and friendly sales associates
- D. Display of colorful images of stores

Q 28. 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 29. A customer decides to buy a handset worth Rs 14,500/- The customer was initially interested in another handset with benefits and extended warranty which costs Rs 16,400/- It also had an offer of a 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

Q 30. '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 31. Which of the following does not help in identifying the needs/expectations of the customer?

- A. Listening skills
- B. Questioning skills
- C. Interrupting Customer

D. All of the above

Q 32. What should be done if a robbery occurs in the store?

- A. Hurry and alert everyone
- B. Set alert by using alarm to notify the authorities
- C. Plan to move out of the store
- D. Identify the burglars and reprimand them

Q 33. 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 34. Which of the following are the modes of repayment of loan through EMI?

- A. Electronic clearing system or post-dated cheques
- B. Customer pays the cash every month to the store
- C. Customer swipes his credit/debit card at the store every month.
- D. Collection agent collects the money from the customer every month

Q 35. Providing effective and personalized customer service enables to.....?

- A. Up-sell or cross-sell products and services
- B. Create opportunities for increasing profit
- C. Build on customer loyalty
- D. All of the above