

Q 1. A customer wants to purchase a mobile phone on credit, on which of the following documents is it mandatory to obtain the customer's signature?

- A. Sales invoice
- B. Income tax return form
- C. Loan agreement
- D. PAN Card

Q 2. 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 provide in 7 working days
- C. Refund of amount if returned within 2 days
- D. Warranty void if seal of the product is broken

Q 3. 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 mobile handset of security personnel not working

Q 4. 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 5. Which report is prepared if there is an accident in the store?

- A. Accident report
- B. Incident report
- C. Insurance survey report
- D. Damage claim report

Q 6. 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 7. Which one of the following would you call in case of fire in the store?

- A. 102
- B. 101
- C. 100
- D. 11

Q 8. While demonstrating a wireless landline phone, the salesman says "No line dead problem, especially in rainy season because the phone operates on wireless technology". What does the statement convey to the customer?

- A. Benefit of wireless landline phone
- B. Benefit of phones during rainy season
- C. Wireless feature of the phone
- D. Wireless operation of the phone

Q 9. Which one 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 10. A customer is reading the details of a product for quite sometime. You a sales associate on job notice this, what should you do?

- A. Go to the customer and take permission to explain him
- B. Explain the features and benefits of the product clearly and accurately.
- C. Suggest suitable alternate products if he does not like the first product
- D. All of the above

Q 11. 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 prices handsets
- B. Show all handsets with advanced features
- C. Show all high prices and few low 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 12. When a customer looks confused for choice between two products, how one should handle the situation?

- A. Provide special discount in order to close the sale
- B. Suggest a product with low cost
- C. Probe further to understand customer needs better
- D. Handover the customer to another sales associate

Q 13. While imparting specialist support to customer, regarding any product, the information should be.....?

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

Q 14. Should specialist support be given to all types of customers?

- A. Yes, to facilitate purchases
- B. No, only customers falling under high class
- C. Yes, since it is as per organizational guidelines
- D. No, many of them already know about it

Q 15. A customer decides on a mobile phone and is confused between two brands. The two brands are equivalent in features and the cost difference is very little. What should be the ideal solution to the customer?

- A. Compare and contrast the advantages and benefits of one over the other
- B. Suggest the mobile brand which has more margins for the store.
- C. Let the customer choose for himself, do not interrupt him
- D. Suggest him a third brand which is cheaper than the first two

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. 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 18. Which one of the following will help in quickly creating a rapport with a customer?

- A. Offering tea or cold drinks to the customer
- B. Offering to help the customer enthusiastically
- C. Welcoming them at the entrance of the store itself
- D. Greeting the customer with folded hands and by bowing down.

Q 19. After sales support programs include.....?

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

Q 20. 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 21. Identify the right actions/behavior's 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 22. 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 23. 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 24. Only 8 out of 12 billing counters are open due to non-availability of cashiers. This has created a long queue of impatient customers at the billing counters who are dropping their products and walking out of the store. Which one of the following would be best suited to resolve the issue?

- A. You along with three other colleagues open the remaining billing counters and start billing
- B. You will ask the cashiers to speed up and request customers to bear with the inconvenience
- C. You will request the customers to be patient and regret the inconvenience caused
- D. You will request the store manager to arrange for queue busting and alternate billing counters

Q 25. Which one of the following is the correct method of leaving the computer system when you are expected to move away from your work place?

- A. Do not lock the system as other colleagues may need to use it
- B. Shutdown the computer system every time you leave the work place
- C. Lock the computer and write the password on slip and paste it on the system
- D. Lock the computer and ensure that the computer is secured from unauthorized access

Q 26. 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 27. The XX store has branches in all major cities in India. Mr. Sudeep had purchased a mobile phone from the Hyderabad branch a few months ago and now he

has shifted to Bangalore. He wants to exchange this for a new phone with the current running offer. However he does not have the bill. As per policy. It is not possible to exchange without a bill. How should the sales associate handle this situation?

- A. Politely deny the exchange offer as the customer is not able to produce the old bill
- B. Request for customer's personal details and try to obtain a duplicate bill from the system
- C. Suggest alternate new mobile purchase options
- D. Refer an alternate offer scheme to the customer

Q 28. One should solve problems with service systems and?

- A. Procedure
- B. Requirement
- C. Law
- D. Norms

Q 29. One should solve problems with service systems that might affect customers before they becomes?

- A. Aware
- B. Hyper
- C. Unreachable
- D. Non Customer

Q 30. A continuous improvement approach of employee, leads to benefits like increased productivity, improved quality, and improved employee?

- A. Behavior
- B. Communication
- C. Satisfaction
- D. Attraction

Q 31. Which of the following statements best describes continuous improvement in the service?

- A. Continue with the current customer service practices in a store
- B. Do not disturb any operations/policies which are running smooth
- C. Improve only things that attract the customer's attention
- D. Create new benchmarks with better customer service practices continuously

Q 32. A regular customer is looking for a colleague who is on leave. Which one of the following would you choose to handle the situation?

- A. Do not move from your service area
- B. Tell the customer to visit another day
- C. Go to the customer and offer him assistance
- D. Ask the customer to speak to the store manager for any assistance

Q 33. 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 34. 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 35. Which one of the following is a feature of body language?

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