

01:00 pm

Dr. J. J. Magdum ITI college
sambhajipur

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Question Paper

Duration: 80 Mins

Total Marks: 25

ID: ITISKILL2379QW

Student Name: _____	Roll No: _____
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1. _____ is a sales technique that aims to market additional products to the customers.

- A) FAB
- B) Cross selling
- C) Lying
- D) Probing

2. Sales person tells the customer 'the offer exists today only'. This sales technique is called _____.

- A) Opening technique
- B) Now or never close
- C) Question close
- D) Summary close

3. Why is it important to use selling techniques?

- A) To connect with customers & make sure they make a purchase
- B) To look confident
- C) To have fun
- D) To make friends with customers

4. Harish has taken up his family business of ironing clothes. His customers are not happy with the service. What should Harish do to make his business better?

- A) Change the business
- B) Stop the business
- C) Give better customer service
- D) Increase the cost

5. What is the service given to the customer before, during or after a purchase called?

- A) None of these
- B) Management Service
- C) Customer service
- D) Auto Service

6. Ravi has a customer who bargains a lot. The customer wants to buy a dress that costs 500 rupees but only wants to pay 300 rupees. What should Ravi do?

- A) Talk to the customer and sell the dress for 400 rupees
- B) Give the dress for 300 rupees
- C) Do nothing
- D) Tell the customer to go away

7. Closing sales technique is an essential skill for a _____.

- A) Child
- B) Clerk
- C) Manager
- D) Sales person

8. A person who buys a product is a _____.

- A) Customer
- B) Student
- C) Servicer
- D) Seller

9. Now or never close, summary close and question close are 3 important _____.

- A) Closing Techniques
- B) Opening techniques
- C) Discount
- D) Probing techniques

10. _____ is a way to understand the customer's needs and emotions by asking questions.

- A) Probing
- B) Explaining
- C) Assuming
- D) Apologising

11. A dissatisfied customer means _____.

- A) Happy customer
- B) Unhappy customer
- C) Old customer
- D) Beautiful customer

12. Probing for customer needs means _____.

- A) To ask customers what they need
- B) To celebrate with customers
- C) Get angry with the customer
- D) To give discount

13. Sudha buys vegetables from Karthik's shop. She is happy with the quality and prices. She can help Karthik's business improve by _____.

- A) Hating Karthik
- B) Buying vegetables from other shop
- C) Sharing good words about the shop
- D) Watching the shop

14. Loyal Customers are those who _____.

- A) Ask for more discount
- B) Keep coming back to the same shop
- C) Buy a product/a service for the first time
- D) Hate the shop

15. Pushpa and Kavya have opened a shop for baby clothes in Bangalore and Chennai. Bangalore outlet is gaining more popularity and profit? What might be the reason?

- A) No reasons
C) There are more babies in Bangalore
- B) Chennai is very hot
D) Good customer relationship in Bangalore shop

16. Customers sharing their experience and opinion about a product is called ____.

- A) Customer Feedback
C) Customer Support
- B) Customer Probing
D) Customer ID

17. Smitha needs to sell a mobile phone. She is writing down the advantages and benefits of the different phones. She is writing a ____?

- A) FAB statement
C) Financial statement
- B) Service statement
D) Bill

18. Caring for customers is key to growing your business. What does this mean?

- A) Care for what customers want
C) Care for keys
- B) Care for customers when they are sick
D) Care for customers at their home

19. Meena sells milk packets. One day, she got a dissatisfied (unhappy) customer because the milk was spoilt. What should Meena NOT do now?

- A) Make sure the customer is happy
C) Quickly give another packet of milk
- B) Say sorry to the customer
D) Get angry with the customer

20. A customer who buys a product for the first time is a ____?

- A) Researching customer
C) Vendor
- B) Bargaining customer
D) New customer

21. Tapsi is at a clothes shop to buy a gift for her friend. She can't decide which clothes to pick. How can the salesperson help Tapsi?

- A) By asking probing questions
C) By asking closed questions
- B) By asking open, probing and closed questions
D) By asking open questions

22. What does the growth of a business depend on?

- A) How you help customers
C) How you talk to customers
- B) All of these
D) How you take feedback from customers

23. A hotel asked its customer's to fill customer satisfaction survey. What are they trying to do?

- A) Collect customer feedback
C) Sell more hotels
- B) Promote their hotel
D) Advertise their hotel

24. Swati needs to sell a laptop. She can use the _____ technique to sell it.

- A) Cross selling
C) Probing
- B) TAB
D) FAB

25. FAB means ____?

- A) Festival, Adventure, Behalf
C) Five, Advertisements , Boards
- B) Features, Advantages, Benefits
D) Features, Advices, Benefits