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Score: 11/25 (44.00%)

Code: 9989

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

A) Student	B) Customer (Correct)
C) Seller	D) Servicer

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

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

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

A) How you talk to customers	<u>B) How you take feedback from customers (Incorrect)</u>
C) How you help customers	D) All of these

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?

<u>A) Increase the cost (Incorrect)</u>	B) Give better customer service
C) Stop the business	D) Change the business

5. 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) Good customer relationship in Bangalore shop (Correct)	B) Chennai is very hot
C) There are more babies in Bangalore	D) No reasons

6. A dissatisfied customer means _____.

A) Happy customer	B) Beautiful customer
C) Unhappy customer (Correct)	D) Old customer

7. A customer who buys a product for the first time is a__?.

A) Bargaining customer	B) Vendor
C) New customer (Correct)	D) Researching customer

8. Loyal Customers are those who _____.

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

9. 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) Tell the customer to go away	<u>B) Give the dress for 300 rupees (Incorrect)</u>
C) Talk to the customer and sell the dress for 400 rupees	D) Do nothing

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

A) Say sorry to the customer	B) Quickly give another packet of milk
<u>C) Make sure the customer is happy (Incorrect)</u>	D) Get angry with the customer

11. Probing for customer needs means _____.

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

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

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

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

<u>A) Apologising (Incorrect)</u>	B) Probing
C) Explaining	D) Assuming

14. 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 open questions	<u>B) By asking probing questions (Incorrect)</u>
C) By asking closed questions	D) By asking open, probing and closed questions

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

A) Buy more vegetables	B) Buy more expensive vegetables
C) Buy more vegetables from other shops	D) Buy more vegetables from Karthik's shop

A) Sharing good words about the shop

B) Watching the shop

C) Hating Karthik

D) Buying vegetables from other shop (Incorrect)

16. Why is it important to use selling techniques?

A) To look confident

B) To make friends with customers

C) To have fun

D) To connect with customers & make sure they make a purchase (Correct)

17. _____ is a sales technique that aims to market additional products to the customers.

A) Probing

B) Cross selling (Correct)

C) FAB

D) Lying

18. FAB means ____?

A) Features, Advantages, Benefits

B) Features, Advices, Benefits

C) Five, Advertisements , Boards

D) Festival, Adventure, Behalf (Incorrect)

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

A) FAB

B) TAB (Incorrect)

C) Cross selling

D) Probing

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

A) Financial statement

B) Service statement

C) FAB statement

D) Bill (Incorrect)

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

A) Customer Support

B) Customer Feedback (Correct)

C) Customer Probing

D) Customer ID

22. Closing sales technique is an essential skill for a ____.

A) Sales person

B) Child (Incorrect)

C) Manager

D) Clerk

23. Now or never close, summary close and question close are 3 important ____.

A) Opening techniques

B) Probing techniques (Incorrect)

C) Closing Techniques

D) Discount

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

A) Sell more hotels

B) Collect customer feedback

C) Advertise their hotel (Incorrect)

D) Promote their hotel

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

A) Now or never close (Correct)

B) Summary close

C) Question close

D) Opening technique