

Duration: 180 Mins

Total Marks: 25

ID: ITISKILL6148JF

Student Name: _____ Roll No: _____

1. 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?

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

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

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

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

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

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

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

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

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

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

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

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

8. 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?

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

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

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

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

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

11. Loyal Customers are those who _____.

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

12. Probing for customer needs means _____.

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

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

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

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

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

15. A dissatisfied customer means _____.

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

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

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

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

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

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

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

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 B) Quickly give another packet of milk
C) Say sorry to the customer D) Get angry with the customer

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

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

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

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

22. FAB means ____?

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

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

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

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

25. 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 make friends with customers D) To have fun