

February 2026

Answer Key

Duration: 60 Mins**Total Marks: 25****Q.ID: ITISKILL7654JM**

1. Loyal Customers are those who _____.

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

Answer: C) Keep coming back to the same shop

2. 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

Answer: D) To connect with customers & make sure they make a purchase

3. A dissatisfied customer means _____.

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

Answer: B) Unhappy customer

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

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

Answer: B) Collect customer feedback

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

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

Answer: D) Customer Feedback

6. A person who buys a product is a ____.

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

Answer: A) Customer

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

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

Answer: A) All of these

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

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

Answer: A) Closing Techniques

9. Probing for customer needs means _____.

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

Answer: D) To ask customers what they need

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

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

Answer: C) Now or never close

11. 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 closed questions
B) By asking open questions
C) By asking probing questions
D) By asking open, probing and closed questions

Answer: D) By asking open, probing and closed questions

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

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

Answer: D) Customer service

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

Answer: D) Talk to the customer and sell the dress for 400 rupees

14. FAB means _____?

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

Answer: D) Features, Advantages, Benefits

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

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

Answer: B) FAB statement

16. A customer who buys a product for the first time is a ___?

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

Answer: C) New customer

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

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

Answer: A) Cross selling

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

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

Answer: D) Probing

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

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

Answer: A) Care for what customers want

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

- A) Quickly give another packet of milk
- B) Get angry with the customer

- C) Make sure the customer is happy
- D) Say sorry to the customer

Answer: B) Get angry with the customer

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

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

Answer: B) Sales person

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

Answer: A) Give better customer service

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

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

Answer: D) FAB

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) No reasons
- C) Good customer relationship in Bangalore shop
- D) There are more babies in Bangalore

Answer: C) Good customer relationship in Bangalore shop

25. 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) Watching the shop
- D) Sharing good words about the shop

Answer: D) Sharing good words about the shop