

Student Name: _____ Roll No: _____

1. FAB means ____?

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

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

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

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

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

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

3. A dissatisfied customer means ____.

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

10. Probing for customer needs means ____.

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

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

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

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

5. 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) Make sure the customer is happy
C) Quickly give another packet of milk
D) Get angry with the customer

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

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

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

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

13. 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
B) Financial statement
C) Bill
D) Service statement

7. 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

14. 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
B) Good customer relationship in Bangalore shop
C) Chennai is very hot
D) There are more babies in Bangalore

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

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

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

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

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

17. A customer who buys a product for the first time is a _____?

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

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

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

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

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

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

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

21. Sales person tells the customer 'the offer exists today

only'. This sales technique is called _____.

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

22. 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) Do nothing
- C) Talk to the customer and sell the dress for 400 rupees
- D) Tell the customer to go away

23. 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) Increase the cost
- C) Stop the business
- D) Give better customer service

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

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

25. Loyal Customers are those who _____.

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