

**Duration: 75 Mins****Total Marks: 50****Q.ID: ITISKILL8689YI**

1. Closing sales technique is an essential skill for a \_\_\_\_.

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

**Answer: C) Sales person**

2. Swati needs to sell a laptop. She can use the \_\_\_\_\_ technique to sell it.

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

**Answer: C) FAB**

3. Total cost is equal to ?

- A) Variable Cost + Fixed cost    B) Investment + Fixed Cost  
C) Variable Cost + Discount    D) Fixed Salary + ROI

**Answer: A) Variable Cost + Fixed cost**

4. Pawan operates a small AC service business with three employees, offering AC installation and repair. Over the next five years, he plans to expand the business to another city. Pawan is a / an \_\_\_\_.

- A) Intern    B) Contractor  
C) Self-employed person              D) Entrepreneur

**Answer: D) Entrepreneur**

5. FAB means \_\_\_\_?

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

**Answer: A) Features, Advantages, Benefits**

6. Why is it important to use selling techniques?

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

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

7. Raju wants to start a Textile shop. What should he do first?

- A) Hire Staff                                      B) Prepare a Business Plan  
C) Rent a Shop                                      D) Purchase New Fabrics

**Answer: B) Prepare a Business Plan**

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

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

**Answer: A) Probing**

9. What are the duties of an entrepreneur?

- A) Managing finances and budgets              B) All of these  
C) Managing the business              D) Talking to customers

**Answer: B) All of these**

10. An Entrepreneur needs to maintain good \_\_\_\_\_? with his customers.

- A) Friendship    B) Communication  
C) Behavior    D) Relationship

**Answer: D) Relationship**

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

**Answer: D) Give better customer service**

12. Which among the following is not a part of 7P's of marketing.

- A) Packaging    B) Pickles  
C) Price    D) Product

**Answer: B) Pickles**

13. Select the example of a service from the options.

- A) Chicken Kebab                              B) Water Bottle  
C) Mobile Repair                              D) Masala Dosa

**Answer: C) Mobile Repair**

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

**Answer: A) By asking open, probing and closed questions**

15. Self - Employment means \_\_\_\_\_.

- A) Only focusing on earning profits  
B) Selling food items  
C) Working for an employer at a fixed monthly income  
D) Freelancing or running a business rather than working for an employer

**Answer: D) Freelancing or running a business rather than working for an employer**

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

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

**Answer: C) Customer service**

17. Unique Selling Proposition or USP of a business plan refers to \_\_\_\_\_.

- A) A special or different idea for a business  
B) A special budget for the business  
C) A new customer for the business  
D) An old business is updated

**Answer: A) A special or different idea for a business**

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

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

**Answer: A) Sharing good words about the shop**

19. Customers sharing their experience and opinion about a product is called \_\_\_\_\_.

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

**Answer: A) Customer Feedback**

20. Roopa wants to start a new business. But she is not sure which product she should choose to start her business. What will be her basic research to finalize her product?

- A) Search how to advertise the product  
B) Loan from Banks  
C) Reserach on products & services that customers are currently using  
D) Buying products from others

**Answer: C) Reserach on products & services that customers are currently using**

21. An Entrepreneur can help the society by \_\_\_\_\_.

- A) Seeking new opportunities  
B) Working with a team  
C) Marketing the product  
D) Creating job opportunities

**Answer: D) Creating job opportunities**

22. Shilpa wants to start a soap-making company. What kind of questions should she NOT ask her customers?

- A) Do you use soap?  
B) Which types of soaps do you buy?  
C) Do you like to eat chats?  
D) How much do you pay for soap?

**Answer: C) Do you like to eat chats?**

23. Select the example of a product from the options.

- A) Shirt  
B) Home painting  
C) Bike repair  
D) Parlour service

**Answer: A) Shirt**

24. A dissatisfied customer means \_\_\_\_\_.

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

**Answer: B) Unhappy customer**

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

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

**Answer: A) All of these**

26. Tom wants to start a shop for selling books, pens etc. Which is the best location to have his shop?

- A) Near the river  
B) Near college and schools  
C) At his house  
D) Near fish market

**Answer: B) Near college and schools**

27. \_\_\_\_\_ cost increases or decreases depending on how much we produce or sell.

- A) Fixed  
B) Variable  
C) Maintenance  
D) Total

**Answer: B) Variable**

28. 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 keys  
D) Care for customers at their home

**Answer: B) Care for what customers want**

29. 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) Talk to the customer and sell the dress for 400 rupees  
D) Do nothing

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

**30.** The secret to growing your business is to choose the right \_\_\_\_ to support your growth

- A) Team                                      B) Family  
C) Clothes                                    D) Friends

**Answer: A) Team**

**31.** \_\_\_\_ is the ministry in the Govt. of India that forms and implements the rules and regulations for enterprises in India.

- A) MSME                                      B) MSDE  
C) NIMI                                        D) DGT

**Answer: A) MSME**

**32.** Rahim is filing tax for the first time for his business. Which of these elements are NOT needed for filing tax?

- A) Income Tax Return                      B) Aadhar Card  
C) Birth Certificate                         D) PAN Card

**Answer: A) Income Tax Return**

**33.** Lakshmi plans to start a beauty parlour. What kind of information should she NOT collect in the Market Scan?

- A) Information on shop location and rent                      B) Information on types of customers  
C) Information on cost of materials for the beauty parlour                      D) Information on clothes and shoes

**Answer: D) Information on clothes and shoes**

**34.** Product and service are two things that can be sold. Product is what can be seen, touched and used. Service is what we \_\_\_\_?.

- A) Buy from vegetable shop    B) Do not enjoy  
C) Feel, Experience and Enjoy    D) Pay with Gpay

**Answer: C) Feel, Experience and Enjoy**

**35.** A person who buys a product is a \_\_\_\_.

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

**Answer: D) Customer**

**36.** Sales person tells the customer 'the offer exists today only'. This sales technique is called \_\_\_\_.

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

**Answer: B) Now or never close**

**37.** 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) There are more babies in Bangalore                      B) Chennai is very hot

- C) No reasons                                      D) Good customer relationship in Bangalore shop

**Answer: D) Good customer relationship in Bangalore shop**

**38.** Now or never close, summary close and question close are 3 important \_\_\_\_.

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

**Answer: C) Closing Techniques**

**39.** \_\_\_\_\_ is a sales technique that aims to market additional products to the customers.

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

**Answer: A) Cross selling**

**40.** Probing for customer needs means \_\_\_\_.

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

**Answer: B) To ask customers what they need**

**41.** Entrepreneurs learn from their success as well as their \_\_\_\_?.

- A) Failures                                         B) Business Pitch  
C) Profit    D) Friends

**Answer: A) Failures**

**42.** 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) Collect customer feedback                      D) Promote their hotel

**Answer: C) Collect customer feedback**

**43.** Loyal Customers are those who \_\_\_\_.

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

**Answer: B) Keep coming back to the same shop**

**44.** 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) Financial statement  
C) FAB statement                                 D) Bill

**Answer: C) FAB statement**

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

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

**Answer: A) Get angry with the customer**

**46.** Price is an important part of marketing. Price means\_\_\_\_\_

- A) Promotion  
B) Rate of a product in rupees  
C) Marketing  
D) Raw Materials

**Answer: B) Rate of a product in rupees**

**47.** A good business idea should be\_\_\_\_\_.

- A) very expensive to start a business  
B) a short term plan  
C) very common  
D) unique, sustainable & low on investment

**Answer: D) unique, sustainable & low on investment**

**48.** A customer who buys a product for the first time is a\_\_\_?

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

**Answer: C) New customer**

**49.** A good business idea for a young or new entrepreneur should be sustainable. This means\_\_\_\_\_.

- A) It is easy to use  
B) It has budget  
C) It is planned for the present and future business growth  
D) It has many details

**Answer: C) It is planned for the present and future business growth**

**50.** A \_\_\_\_\_ is a new business, which later grows into a big company

- A) Parlours  
B) Hotels  
C) NSIC  
D) Start Up

**Answer: D) Start Up**