

Student: Shivananda

Score: 29/50 (58.00%)

Code: 8155

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

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

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

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

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

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

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?

- A) Increase the cost
C) Stop the business
B) **Give better customer service (Correct)**
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)**
C) There are more babies in Bangalore
B) Chennai is very hot
D) No reasons

6. A dissatisfied customer means _____.

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

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

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

8. Loyal Customers are those who _____.

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

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
C) **Talk to the customer and sell the dress for 400 rupees (Correct)**
B) Give the dress for 300 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
C) Make sure the customer is happy (Incorrect)
B) Quickly give another packet of milk
D) **Get angry with the customer**

11. Probing for customer needs means _____.

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

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

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

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

- A) Apologising
C) Explaining
B) **Probing (Correct)**
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 (Incorrect)
C) By asking closed questions
B) By asking probing 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) Sharing good words about the shop (Correct)

B) Watching the shop

C) Hating Karthik

D) Buying vegetables from other shop

16. Why is it important to use selling techniques?

A) To look confident

B) To make friends with customers (Incorrect)

C) To have fun

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

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 (Correct)

B) Features, Advices, Benefits

C) Five, Advertisements, Boards

D) Festival, Adventure, Behalf

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

A) FAB (Correct)

B) TAB

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 (Correct)

B) Child

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 (Correct)

C) Advertise their hotel

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

26. What are the duties of an entrepreneur?

A) Talking to customers

B) Managing finances and budgets

C) Managing the business

D) All of these (Correct)

27. An Entrepreneur can help the society by _____.

A) Seeking new opportunities

B) Marketing the product

C) Working with a team (Incorrect)

D) Creating job opportunities

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

A) Rent a Shop

B) Purchase New Fabrics

C) Prepare a Business Plan (Correct)

D) Hire Staff

29. Self - Employment means ____.

A) Working for an employer at a fixed monthly income (Incorrect)

B) Freelancing or running a business rather than working for an employer

C) Selling food items

D) Only focusing on earning profits

30. 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) Entrepreneur

B) Contractor (Incorrect)

C) Intern

D) Self-employed person

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

A) Information on clothes and shoes

B) Information on types of customers

C) Information on cost of materials for the beauty parlour (Incorrect)

D) Information on shop location and rent

32. An Entrepreneur needs to maintain good _____? with his customers.

A) Communication

B) Relationship (Correct)

C) Behavior

D) Friendship

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

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

34. 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) Loan from Banks
C) Search how to advertise the product (Incorrect)
B) Buying products from others
D) **Reserach on products & services that customers are currently using**

35. 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
C) Pay with Gpay (Incorrect)
B) **Feel, Experience and Enjoy**
D) Do not enjoy

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

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

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

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

38. A good business idea for a young or new entrepreneur should be sustainable. This means_____.

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

39. A good business idea should be_____.

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

40. Unique Selling Proposition or USP of a business plan refers to_____.

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

41. ____ is the ministry in the Govt. of India that forms and implements the rules and regulations for enterprises in India.

- A) MSDE (Incorrect)
C) NIMI
B) **MSME**
D) DGT

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

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

43. Price is an improtant part of marketing. Price means_____

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

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

- A) Product
C) Price
B) Packaging
D) **Pickles (Correct)**

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

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

46. Total cost is equal to ?

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

47. ____ cost increases or decreases depending on how much we produce or sell.

- A) **Variable**
C) Total
B) Fixed
D) Maintenance (Incorrect)

48. A ____ is a new business, which later grows into a big company

- A) NSIC
C) Hotels
B) Parlours
D) **Start Up (Correct)**

49. Entrepreneurs learn from their success as well as their ____?.

- A) **Failures**
C) Profit
B) Friends
D) Business Pitch (Incorrect)

50. The secret to growing your business is to choose the right ____ to support your growth

- A) Clothes
C) Friends
B) Family
D) **Team (Correct)**