

April 2026

Trinity ITI udyavara Udupi

Question Paper

Duration: 75 Mins

Total Marks: 50

ID: ITISKILL8689YI

Student Name: _____	Roll No: _____
---------------------	----------------

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

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

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

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

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

4. A dissatisfied customer means _____.

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

5. 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) Self-employed person
C) Entrepreneur D) Contractor

6. 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) There are more babies in Bangalore D) Good customer relationship in Bangalore shop

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

- A) Care for keys B) Care for customers when they are sick

- C) Care for what customers want D) Care for customers at their home

8. A customer who buys a product for the first time is a____?.

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

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

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

10. Why is it important to use selling techniques?

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

11. Loyal Customers are those who _____.

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

12. A _____ is a new business, which later grows into a big company

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

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

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

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

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

15. FAB means _____?

- A) Features, Advices, Benefits B) Five, Advertisements , Boards

C) Features, Advantages, Benefits
D) Festival, Adventure, Behalf

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

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

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

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

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

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

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

19. 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) Sharing good words about the shop
C) Hating Karthik
D) Buying vegetables from other shop

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

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

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

22. Price is an important part of marketing. Price means _____.

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

23. Total cost is equal to ?

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

24. Product and service are two things that can be sold. Product is what can be seen, touched and used. Service is what we ____?.

25. 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 shop location and rent
D) Information on cost of materials for the beauty parlour

26. What are the duties of an entrepreneur?

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

27. 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

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

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

29. Probing for customer needs means _____.

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

30. Closing sales technique is an essential skill for a ____.

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

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

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

32. 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) Bill
C) FAB statement
D) Financial statement

33. A good business idea should be _____.

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

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

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

35. Self - Employment means _____.

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

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

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

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

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

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

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

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

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

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

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

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

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

42. The secret to growing your business is to choose the right _____ to support your growth

- A) Team
- B) Friends

C) Family

D) Clothes

43. Customers sharing their experience and opinion about a product is called _____.

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

44. 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

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

46. 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, probing and closed questions
- C) By asking probing questions
- D) By asking open questions

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

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

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

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

49. An Entrepreneur can help the society by_____.

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

50. 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) Advertise their hotel
- D) Sell more hotels