

DISTRIBUTOR SALESMAN

THEORY MCQs

Sr. No.	Code	NOS Name	Level	Question	Option 1	Option 2	Option 3	Option 4
1	RAS / N0601	Be updated on knowledge of Products to be sold and Merchandising	Easy	What is Merchandising?	Process of displaying and selling products to customers.	Placing the products wherever space is available	Putting all the products one after another in a row	Keeping the carton of the products on the shelf as it is
2	RAS / N0601	Be updated on knowledge of Products to be sold and Merchandising	Easy	When a distributor invoices the product to a retailer, the transaction is called as _____.	Primary Sales	Secondary Sales	Tertiary Sales	Profit Sales
3	RAS / N0601	Be updated on knowledge of Products to be sold and Merchandising	Easy	What is tertiary sales?	When a distributor invoices the product to a retailer	When the salesman sells to the distributor	When the second step of the sales process starts	When the retailer sells the product to the customer (end consumer)
4	RAS / N0601	Be updated on knowledge of Products to be sold and Merchandising	Easy	Merchandising is the combination at the point of sale of all the things which increases _____ and helps _____.	product display, increase competitor sales	product quality, slow down product sales	product visibility, increase sales by impulse purchase	product visibility, to increase customer service
5	RAS / N0601	Be updated on knowledge of Products to be sold and Merchandising	Easy	Which of these directly effects increase in product sales?	product promotions, product offers, profit margins	product visibility, product availability, product freshness	customer service, product display, non availability of product	product packaging, product features, profit margins
6	RAS / N0601	Be updated on knowledge of Products to be sold and Merchandising	Easy	Why it is important for the salesman to check the manufacturing and packing date of the product on every visit to the outlet?	To check whether the packaging and manufacturing date is visible	To ensure that the stock does not move fast and expires or gets damaged	To check whether the packaging and manufacturing date is printed correctly	To ensure that the stocks move fast and does not expire or get damaged
7	RAS / N0601	Be updated on knowledge of Products to be sold and Merchandising	Moderate	How can a salesman improve his product knowledge?	a. Taking Product Training	b. Putting Learning into Practice	c. Asking the distributor every time	d. Learning from seniors
					a, b, c	a, b, d	a, c, d	b, c, d
8	RAS / N0601	Be updated on knowledge of Products to be	Moderate	What are the important merchandising points a	a. Taking a look at the outlet and greeting the owner	b. Making sure that the display is filled with products	c. Clearing damaged stock from display	d. Discarding the old product display and stuffing the display with new products

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8	RAS / N0602	Have thorough understanding of business and productivity targets and measures to achieve the same	Moderate	What should a salesman cover during an outlet visit?	a, c, d	a, b, c	b, c, d	a, b, d
9	RAS / N0602	Have thorough understanding of business and productivity targets and measures to achieve the same	Easy	What is a delivery challan?	A document which is used for loading stocks in the delivery vehicle.	A receipt / document as proof for receiving goods in good condition.	A document submitted by the salesman of orders given by retailer	A receipt which is used while selling the products to customer
10	RAS / N0602	Have thorough understanding of business and productivity targets and measures to achieve the same	Easy	What is meant by Freight to Pay?	It means that the receiver has to pay for the transportation.	It means the transportation cost will be exempted for the company	It means the transportation cost is paid by the distributor	It means the transportation cost will be paid by salesman
11	RAS / N0602	Have thorough understanding of business and productivity targets and measures to achieve the same	Easy	How is sales productivity measured for a sales representative?	The amount of purchase order a sales representative brings from a single outlet	The amount of time a salesperson takes to make sales call	The amount of money a sales person makes with his / her efforts	The amount of money goes in damaged and expired stock from an outlet
12	RAS / N0602	Have thorough understanding of business and productivity targets and measures to achieve the same	Moderate	Why its important to know the purchase history of the retailer?	a. to know about the slow moving products of the retailer.	b. To maintain the minimum stock base for continuous sales	c. To know about the fast moving products of competitor	d. Planning the quantity for taking purchase order
					a, b,c	a, c, d	a, b, d	b, c, d
13	RAS / N0602	Have thorough understanding of business and productivity targets and measures to achieve the same	Moderate	What are the important aspects of building rapport with the retailer?	a. To argue on every point of discussion with retailer	b. Finding common ground, interests and similarities	c. Breaking customer reservations and negativity	d. Identifying the retailer's work behavior and work culture and adapting to it
					a, c, d	a, b, d	a, b, c	b, c, d
14	RAS / N0602	Have thorough understanding of business and productivity targets and measures to achieve the same	Difficult	What are the benefits of Competitor Benchmarking?	a. know your competitor better	b. useful of planning and setting goals	c. comparing the product line and variety	d. knowing our company products better
					a, b, c	a, b, d	a, c, d	b, c, d