

Which of the following businesses come under the purview of Shops & Establishments Act?

- A. Banking, Office Work, Hotel, Theatre
- B. Swimming, Skiing, Rowing, Motorsport
- C. Fleet Management, Logistics, Distribution & Channel Management
- D. Circus, Music Academy, Drama & Music

2. The standards of weights and measures act was established in the year \_\_\_\_\_

- A. 1974
- B. 1975
- C. 1976
- D. 1977

3. Which of the following is one of the primary role of FSSAI 2006 (Food Safety and Standards Authority of India)?

- A. Promote foods and drinks produced by government companies
- B. Promote general awareness about food safety and food standards
- C. Recognize and award retailers who follow food safety and food standards
- D. To appoint the CEO and chairperson for food safety and standards authority

4. Which one of the following type of companies require minimum of 2 directors to be registered under company act?

- A. Sole-Proprietorship
- B. Corporate company
- C. Limited company
- D. Private Limited

5. Which among the following statements help an entrepreneur to monitor and control the budgets?

- A. Income vs Expenditure
- B. Income vs revenues
- C. Expenditure vs Profit
- D. Income vs Loss

6. Which are basic elements of financial accounting?

- A. Shares, Debentures
- B. Cheques, DD's, Negotiable Instruments
- C. Assets, Liabilities, Equity, Comprehensive income.
- D. Moveable and Immovable Assets

7. Which among the following depict a company's balance sheet?

- A. Shares & Stakes
- B. Assets & Liabilities
- C. Income & Expenditure

- D. Profit and Loss
8. Monitoring a budget involves performing a regular comparison of projected \_\_\_\_\_
- A. Purchase & Inventory in hand against the inventory sold.
  - B. Costs & gains against actual performance numbers
  - C. Sales against Planned Sales Figures
  - D. Cash in hand against cash spent
9. Which of the following constitute the total monthly cash inflow?
- A. Debentures, shares , stocks
  - B. Stock in hand, cash in hand, forecasted revenues
  - C. Bank balances, outstanding receivables, overdrafts
  - D. Sales revenues, capital instillations, interest revenue
10. Which of the following if the most prominent fraudulent activity through which the money is syphoned on the internet?
- A. Hacking
  - B. Mocking
  - C. Packaging
  - D. Attacking
11. Which of the following can be classified as an upselling activity?
- A. Selling products to the people who accompany the customers
  - B. Persuading a customer to buy something that compliments the basic purchase
  - C. Persuading a customer to buy something additional that is more expensive
  - D. Selling products to the customers who have already bought
12. Why is analyzing "Customer Engagement" data so significant?
- A. To calculate profit and loss
  - B. To plan visual Merchandising
  - C. To increase in sales and projections
  - D. To Influence the shopping process
13. Which of the following is so important to "handle objections" from a customer when it comes to comparison of products and service?
- A. Competitor information
  - B. Management information
  - C. Inventory information
  - D. Customer purchase history
14. What among the key things that require regular updation in a food-chain / retail store?
- A. Local Counselor Contact Details

- B. Police, Fire and Medical Contact
  - C. Product & Service Details
  - D. Health and Sanitization Records
15. Which of the following is common key equipment used to mobilize heavy products inside a retail store?
- A. Electric Loader
  - B. Fork Lift
  - C. Shopping Trolleys
  - D. Flat Bed Trolleys
16. What components help in driving inventory and sale management?
- A. Setting up promotions and tracking its performance
  - B. Tracking effectiveness of the cashiering activities
  - C. Management of materials in transit and storage
  - D. Calculating break-even point and conducting cyclical Count
17. Which of the following contribute to modern marketing medium?
- A. Radio, Television
  - B. Search Engine, Social Media
  - C. OOH, Billboards
  - D. Print, E-Mail
18. Which of the following has to be continuously observed to ensure assortment that precisely meet the needs of the customers?
- A. Buying patterns of customers
  - B. Promotional schemes offered by suppliers
  - C. Promotional schemes offered by manufacturers
  - D. The stocks on hand in the storage
19. Which of the following activities in business operations contributes in achieving business goals?
- 1. Assessing operational costs
  - 2. Calculating profits and loss on a regular basis
  - 3. Consistently promoting up-selling and cross-selling
  - 4. Maintaining facade that is better than the neighborhood
- A. Only 1
  - B. 1 and 2
  - C. Only 2
  - D. 2, 3 and 4
20. Knowledge on which aspect amongst the following is key to ensure that the assortment matches the requirements of the customers?

- A. Target Audience
  - B. Loyalty schemes
  - C. Purchasing power
  - D. Prominent locations
21. Which is one of the key issues that hinder the retailers in achieving desired profits?
- A. Competition
  - B. Shrinkage
  - C. Discounts
  - D. Credits
22. What is the key skill required to arrive at a “*Better Deal*” with vendors or partners?
- A. Problem solving
  - B. Decision Making
  - C. Convincing
  - D. Negotiation
23. What is the context of acceptance criteria relating to specifications?
- A. Terms and conditions of acceptance of items from customers
  - B. Rejected items that are not reusable
  - C. Items that are acceptable as per specified criteria
  - D. Items procured must fit into the available space in warehouse
24. Why Vendor Registration is important?
- A. To charge a fee for every vendor registration
  - B. Legal proceedings can be initiated only on registered vendors
  - C. To authenticate each vendor we deal with
  - D. To avoid vendors those who are not liked
25. Bill of Material means \_\_\_\_\_
- A. Details of bills of all suppliers
  - B. Details of previous orders
  - C. Details of required items
  - D. Details of testimonials provided
26. Vendor Managed Inventory helps to \_\_\_\_\_
- A. Reduce wastages
  - B. Optimize stock holding
  - C. Pay later
  - D. Only non-perishable items
27. Which of the following is a benefit of a service level agreement?

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- A. Conflict resolution is made simpler.
  - B. Makes the negotiation process easy.
  - C. Reduces the quantity of goods purchased.
  - D. Reduces administration costs.
28. Which is the most important reason to manage the waste in an efficient manner?
- A. To mitigate risks of health hazards
  - B. To ensure clean surroundings
  - C. To ensure satisfactory feedbacks from customers
  - D. To keep the health department authorities at bay
29. Who is accountable to manage the incident, in case of fire, robbery, riot occurring?
- A. Store Manager
  - B. Store Staff
  - C. Fire department authorities
  - D. Everyone in the Store
30. Which of the following can cause contamination of food items at the store?
- 1. Pesticides
  - 2. Raw dents
  - 3. Freezers
  - 4. Chillers
- A. 1 only
  - B. 2 only
  - C. 1 & 2
  - D. 1,3 & 4
  - E. 1, 2 & 4
31. What amongst the following are unique to customer loyalty programs?
- A. Freebies
  - B. BOGO offers
  - C. Membership vouchers
  - D. Free door Delivery offers
32. What should the retailer do to maximize sale opportunities?
- A. Distribute Brochures
  - B. Add-On and Complimentary Sale
  - C. Organise Seasonal Campaigns
  - D. Conduct BTL Promotions
33. Which among the following factors can be a result of “customer referral”?
- A. Sincere Customer Engagement
  - B. Upselling and Cross Selling

- C. Maximized sale due to campaigns
- D. Business can be influenced

34. What are the prominent techniques to identify “*customer needs and desires*”?

- A. Open & Closed Probes
- B. Alternate and Assumptive Close
- C. Hot and Cold Case
- D. Objection Handling

35. Which one of the following actions from customers can lead to “*continuous improvement*” of a store in a retail environment?
- A. Walk-ins
  - B. Feedbacks
  - C. Revisits
  - D. Reorders
36. Inside a retail store “*Handling Complaints*” most commonly means?
- A. Managing Vendor Expectations
  - B. Managing Staff Expectations
  - C. Managing Management Expectations
  - D. Managing Customer Expectations
37. Which of the following can be an example of exploring opportunities and creating solutions?
- A. Creating value propositions for the customers during festive seasons
  - B. Procuring excess products than required during festive season
  - C. Training people to assess and plan merchandising during festive seasons
  - D. Having a dedicated customer service desk for addressing customer issues
38. Which of the following activities can get a retailer motivated to promote his/her business?
- A. Attending promotion campaigns sponsored by manufacturers
  - B. Attending conferences organized by retailer’s association
  - C. Taking a timely vacation to an unexplored holiday destination
  - D. Developing a process Oriented attitude towards customers
39. Which is one of the advantage of gaining professional certifications in the line of business?
- A. Can claim that he/she is a qualified retailers in business conferences
  - B. Can develop a clear insight and forecast future plans
  - C. Can influence the customer’s buying patterns
  - D. Can reduce the stress of employees working in the store
40. Which of the following “method or practice” is considered to be “usual” or “regular”?
- A. Innovative
  - B. Creative
  - C. Conventional
  - D. Out of the Box