

Sr No	Level	Questions	Answer Options
1	Level 1	Which is the primary reason to demonstrate a product?	a. To sell the product by showing its benefits b. To identify the needs of the customer c. To develop the needs of the customer d. To create awareness of the product
2	Level 1	Which of the following factors should be taken care while demonstrating the product?	a. Show the usage and value of the product b. Allow to customers to use the product themselves c. Ensure that other customers are not disturbed d. All of the above
3	Level 1	Which of the following must a sales associate be able to do while demonstrating the product?	a. Ability to use the product b. Ability to state features and benefits c. Ability to answer customer queries d. All of the above.
4	Level 1	Which of the following falls under the preparation aspect of the demonstration?	a. Cleaning of the demonstration area b. Showing the features and benefits to the customers c. Using the props gathered for the demonstration d. None of the above
5	Level 2	What is the purpose of product demonstration?	a. Building interest in the minds of sales associates b. Make the customer aware of a product's benefits c. To ensure the customer always purchases d. To ensure the customer rejects the competitor products
6	Level 2	Who can work as product demonstrator?	a. Sales associate b. Brand representative c. None of these d. Both a and B
7	Level 2	Primary areas of responsibility for retail in-store product demonstrators are:	a. Product promotion b. Customer interaction c. Product preparation d. All of the above
8	Level 2	What kind of sales presentations does demonstrating a product involve?	a. Magnanimous sales presentation b. Interactive sales presentation c. No sales presentation is involved d. Non interactive sales presentation
9	Level 1	Too much of merchandising during demonstration _____	a. creates a WOW factor b. makes are look messy c. creates a product centric feel d. None of the above
10	Level 3	Which of the following is one of the component of product demonstration?	a. Should include examples with lively conversation b. Should read from the product manuals c. Should include only the features of the product d. Should not include features of the product
11	Level 3	What should you avoid when demonstrating a product?	a. Tell customers about the product features b. Demonstrate benefits of the product c. Involve customer to resolve the problem in a product d. Focus on customer queries to answer appropriately
12	Level 3	Suresh wants to demonstrate working of vacuum cleaner, what should he do?	a. Proper study of user manual b. Proper survey of customers c. Proper survey of colour d. None of the above
13	Level 3	Which one of the following is a method of effectively demonstrating a product to customers?	1. Handing over brochures of all available products to the customer 2. Using the brochure and dummy products to explain the features to customers 3. Stating the benefits of only those features of the product that match the customer's need 4. Stating the benefits of all the features of the products advertised by the manufacturer.
14	Level 3	Which one of the following will help in proposing and demonstrating suitable products to customers?	1. Identifying needs and summarising the needs stated by the customer 2. Stating only features of the expensive products to the customer 3. Demonstrating all the products that are in stock at the store 4. Demonstrating the products that are expensive and attractive.
15	Level 2	Information on _____ and _____ help customers in making a decision to buy a product.	1. Features, benefits 2. Features, price 3. Advantages, price 4. Features, advantages.
16	Level 3	While demonstrating a wireless landline phone, the salesman says "No line dead problems, especially in rainy season because the phone operates on wireless technology". What does the statement convey to the customer?	1. Benefit of wireless landline phone 2. Benefit of phones during rainy season 3. Wireless feature of the phone 4. Wireless operation of the phone
17	Level 3	"Sir, you mentioned that you are looking for a handset with quick downloading facility. Here is a Sony 435 handset which is equipped with 4G internet capability and can download 2MB in 3 seconds." What does the above statement indicate?	1. Advanced features and advantages of a handset to the customer 2. Feature and benefit of a handset matching the customer's need 3. Feature and benefit of a handset to the customer 4. Advantage and benefit of a handset to the customer
18	Level 1	Which one of the following is the most appropriate reason for a sales associate to demonstrate the product to the customer?	1. To generate buying interest in the minds of uninterested customers 2. To ensure that the store manager's instructions are followed without fail 3. To provide an experience and feel of the product to the customers 4. To gain practice of demonstrating the products to the customers
19	Level 1	Which one of the following products is most regularly demonstrated in a store?	1. Bath towels 2. Shampoo 3. Smart phones 4. Diapers
20	Level 2	Which one of the following is a post-demonstration step that must be followed by the sales associate, in case of no sale?	1. Collect customer contact details 2. Show the exit to the customer 3. Refer him to another store 4. Do not show alternate products

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1	Level 1	A customer is reading the details of a product for quite sometime. You, a sales associate on job notice this, what should you do?	a. Go to the customer and take permission to explain him b. Explain the features and benefits of the product clearly and accurately c. Suggest suitable alternate products if he does not like the first product d. All of the above
2	Level 1	If any product widely matches customer's requirements, what can be done to increase sales of the store?	a. Promote the product b. Provide extensive discount on the product c. Increase the price of the product d. Need not do anything as the product is already in demand
3	Level 1	Apart from knowing the product features and benefits, what should be known about the product to an individual on job?	a. Latest updates of the product b. Knowledge of similar products offered by competitors c. Names of the the products that are not offered by competition d. Both a and b
4	Level 1	When a customer looks confused for choice between two products, how one should handle the situation?	a. Provide special discount in order to close the sale b. Suggest a product with low cost c. Probe further to understand customer needs better d. Handover the customer to another sales associate
5	Level 1	What information should the sales associate hold about the products he is going to sell?	a. Pricing b. Features c. Competitors d. All of the above
6	Level 1	Which of the following the sales associates should consider before demonstrating the product to the customer?	a. Get to know your product well b. Make a list of the product's main features and benefits c. Gather props for your demonstration d. Arrive at your product demonstration site early to set up your display area and props e. All of the above
7	Level 1	Which of the following technique helps us to know the needs of the customer?	a. Probing b. FABing c. Proposing d. Pricing
8	Level 1	How to handle an irate customer?	a. Listen patiently b. Apologise c. Empathise & suggest solutions d. d. All of the above
9	Level 1	Identify the technique of selling in this example - A customer comes in to the Maruti Car Showroom with the intention to buy a particular model. The sales person engages the customer in a brief chat to understand the requirements better. The sales person explains the customer features and benefits of the selected model and another new model that is a bit expensive, but has better features. The customer likes the new model, but is concerned about the price. The sales person offers a discount and the deal is sealed.	a. Up-selling b. Cross-selling c. Add-on selling d. Complimentary selling
10	Level 1	A customer is asking for a product that is out of stock. What would be your response?	a. Let the customer know that we are out of stock b. Let the customer know that the stock would be available next week. c. Offer to call when the stock arrives and home deliver it d. Tell the customer to visit the store after two days
11	Level 2	Displays created should be:	a. Memorable b. Take care of safety measures c. Should enhance product features d. All of the above
12	Level 3	Fast moving products have to be displayed at _____	a. Lower level b. Higher level c. Eye level d. Medium level
13	Level 3	Which of the following does not help in identifying the needs/expectations of the customer?	a. Listening skills b. Questioning skills c. Interrupting customer d. All of the above
14	Level 2	A customer wants to look at mobile phones which are not expensive but which has advanced features. Which of the following mobiles will be the most appropriate for the customer?	1. Show all the low priced handsets 2. Show all handsets with advanced features 3. Show all high priced and few low priced handsets that have advanced features 4. Show two to four handsets at different price range that have advanced features.
15	Level 1	Which one of the following is an appropriate action or behaviour while assisting a customer to choose a product?	1. Do not allow customer to force his decisions on you 2. Do not try to push the product you are offering 3. Do not suggest other alternative products to the customers 4. Do not focus on buying priorities stated by the customer
16	Level 3	A customer wants to buy the same type of mobile handset that was bought by his friend the previous day. Which one of the following is supposed to be the most appropriate action?	1. Ask the customer why is he interested in that handset 2. Ask the customer if he wants to know all the features of that handset 3. Ask the customer politely if he wants to see a demonstration or directly bill it 4. Ask the customer to spare some time and explain all the benefits of the handset.

17	Level 3	During a sales discussion, Mr. Ram objected with the sales associate on the quality of the product being sold/demonstrated to him. Which one of the following should be the most appropriate response from the associate to the customer?	<ol style="list-style-type: none"> <li>1. Challenge him and suggest an alternate product or a store where he can get a different quality</li> <li>2. Patiently listen, clear the objections with the appropriate answers and check for understanding</li> <li>3. Express dissent to the customer as the product is of high quality</li> <li>4. Patiently guide the customer to the exit as he has misbehaved</li> </ol>
18	Level 1	Which of the following is an appropriate response to the customer enquiring about the products that are out of stock?	<ol style="list-style-type: none"> <li>A. Ask them to check in the neighbouring store</li> <li>B. Arrange door delivery when stock arrives</li> <li>C. Suggest an alternate product</li> <li>D. Put an out of stock board and point towards it</li> </ol> <ol style="list-style-type: none"> <li>1. B or C</li> <li>2. D or A</li> <li>3. A</li> <li>4. D</li> </ol>
19	Level 2	Which of the following would be the most appropriate response to a customer seeking the product with discount even after the discount offer or promotion has ended?	<ol style="list-style-type: none"> <li>1. Inform the cashier to provide the discount in the bill by recommending the customer to him</li> <li>2. Politely state that the offer has ended and the system will not allow you to bill with discount</li> <li>3. Deny and say there is no stock, as offer date is closed long back</li> <li>4. Refer the case to the store manager and carry on with your work</li> </ol>

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1	Level 2	Which of the following activities help in maximising the sale of the products?	a. Visual merchandising b. Sales promotions c. Attractive discounts d. All of the above
2	Level 2	For increasing and improving sales, you should:	a. Improvise product displays b. Telecall customers c. Offer to sell below the price decided d. Run discount sale for the entire year
3	Level 2	Which one of the following is a benefit of running promotions in the store?	1. Foot fall of customers' increases resulting in increase of profits 2. Foot fall of window shopping customers increases resulting in revenue 3. Helps in building a good rapport with the customers 4. Helps in understanding the precise needs of customers.
4	Level 1	Which of the following locations inside the store is most appropriate to display promotional items?	1. Areas where the traffic of customer is low 2. Areas where the traffic of customers is high 3. Near the security counter 4. At the end caps only
5	Level 3	A customer decides to buy a handset worth Rs 14,500/-. The customer was initially interested in another handset with more benefits and extended warranty which costs Rs 16,400/- It also had an offer of 10% discount on Bluetooth headset. Which of the following actions will you take to close the sale?	1. Sell handset priced Rs 14,500/- and arrange for billing 2. Sell handset priced Rs 14,500/- and Bluetooth head set separately 3. Offer the customer the handset worth Rs 16,400/- and provide 5% discount and state the offer on the Bluetooth headset 4. Offer the customer the handset worth Rs 16,400/- by stating its benefits with an additional offer of 10% discount on the Bluetooth headset.
6	Level 3	Which of the following are measured to determine the results of the promotional campaign in a store?	1. Number of customer walk-ins and amount of discount provided to each customer 2. Number of offers provided and the amount of discount provided on each offer 3. Number of customers who bought the products, average bill value, average basket size 4. Total amount spent by customers versus total amount billed during the period
7	Level 1	During monsoon (rainy season) which of the following non-food products should the stores stock?	1. Umbrellas, raincoats and water proof shoes 2. Gloves, sweaters, cough syrups and green tea 3. Hot chocolate 4. Hot idlis and vadas
8	Level 2	Which of the following is the purpose of holding promotions in the store?	A. Clearing old items and bringing in new items B. Sell off-season items at a discounted price C. To provide discounts to loyal customers only D. Promote more products to the students only  1. D and C 2. C and A 3. B and C 4. A and B

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1	Level 1	Should you spend same time for all products in providing a specialist support to customer and facilitate the purchase?	<ul style="list-style-type: none"> <li>a. No, the time spent with the customer should match the value of the prospective purchase</li> <li>b. Yes, all products should be given same importance</li> <li>c. No, it is also required to check the safety of the store while dealing with customer</li> <li>d. Yes, this will expose the skills of the employees</li> </ul>
2	Level 1	Which of the following is most important to provide support to the customers' as a specialist?	<ul style="list-style-type: none"> <li>a. Knowing all the features and benefits of the specialist product</li> <li>b. Should be able to hold the product properly</li> <li>c. Should emphasise on competitor price</li> <li>d. Should check for the availability of the product in the store</li> </ul>
3	Level 1	Should specialist support be given to all types of customers?	<ul style="list-style-type: none"> <li>a. Yes, to facilitate purchases</li> <li>b. No, only customers falling under high class</li> <li>c. Yes, since it is as per organizational guidelines</li> <li>d. No, many of them already know about it</li> </ul>
4	Level 1	While imparting specialist support to customer, regarding any product, the information should be _____	<ul style="list-style-type: none"> <li>a. Relevant to customer needs and interests</li> <li>b. Lengthy to impress the customer</li> <li>c. Short to save the time</li> <li>d. Relevant to the company manufacturing the product</li> </ul>
5	Level 1	'The Sony A2415 mobile handset is equipped with 4G internet facility'. What does this statement indicate?	<ul style="list-style-type: none"> <li>1. An advantage of the handset</li> <li>2. The advantage and benefit of the handset</li> <li>3. A feature of the handset</li> <li>4. A benefit of the handset</li> </ul>
6	Level 1	Which of the following help to close a sale while suggesting the products to the customer?	<ul style="list-style-type: none"> <li>1. Stating the benefits of the product that you think are important</li> <li>2. Stating the benefits of the product that the customer thinks are important</li> <li>3. Stating the benefits of the product that the company claims are important</li> <li>4. Stating the benefits of the product that your manager thinks are important.</li> </ul>
7	Level 3	Following are the priority wise needs stated by a customer to buy a mobile handset. 1st priority: Quick downloads 2nd priority: Uninterrupted chat conversations 3rd priority: High speed gaming 4th priority: Cost effective Which of the following handsets would be appropriate to be propose to the customer?	<ul style="list-style-type: none"> <li>1. Handset that supports internet with high speed at moderate price</li> <li>2. Handset that supports internet with moderate speed and low price</li> <li>3. Handset which supports internet with low speed and low price</li> <li>4. Handset which supports internet and gaming at any speed.</li> </ul>
8	Level 3	A customer decides on a mobile phone and is confused between two brands. The two brands are equivalent in features and the cost difference is very little. What should be the ideal solution to the customer?	<ul style="list-style-type: none"> <li>1. Compare and contrast the advantages and benefits of one over the other</li> <li>2. Suggest the mobile brand which has more margins for the store</li> <li>3. Let the customer choose for himself, do not interrupt him</li> <li>4. Suggest him a third brand which is cheaper than the first two</li> </ul>
9	Level 1	Which one of the following actions will help in proposing and demonstrating suitable products to customers?	<ul style="list-style-type: none"> <li>1. Identifying needs and summarising the needs stated by the customer</li> <li>2. Stating only features of the expensive products to the customer</li> <li>3. Demonstrating all the products that are in stock at the store</li> <li>4. Demonstrating the products that are expensive and attractive</li> </ul>
10	Level 1	Which one of the following actions helps in closing a sale while demonstrating the products to customers?	<ul style="list-style-type: none"> <li>1. Offer to show the benefits of the product that you think are important</li> <li>2. Offer to show the benefits of the product that customer thinks are important</li> <li>3. Offer to show the benefits of the product that the company claims are important</li> <li>4. Offer to show the benefits of the product that your manager thinks are important</li> </ul>

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1	Level 2	Walking in your customer's shoes means _____	a. Wearing the customers shoes b. Buying the same brand of shoes as your customer c. Attempting to feel the customer's shopping experience d. Displaying hospitality to the customer
2	Level 1	How should a male or a female customer be addressed while speaking to them?	a. Address them by their first names b. Address them as 'Sir/Madam' c. Address them by their surnames d. Address them by using any of the above
3	Level 1	You understood the needs of the customer and proposed a product, but the customer is unsure of buying the product or service. How can you attempt to persuade the customer?	a. Probe further to understand the concerns of the customer b. Politely handle the objections and provide solutions c. Express regret to the customer and let them leave d. Both a & b
4	Level 2	A customer is having difficulty handling a digital camera that he just bought from you. You should:	a. Offer to demonstrate the usage b. Request someone to assist him c. Ask the customer to read the user manual d. Request the customer to visit service centre
5	Level 2	After-sales support programs enables to _____	a. Rate product performance and level of service b. Provide extend warranty support c. Resolve concerns of the customers d. All of the above
6	Level 2	Providing effective and personalized customer service enables to _____	a. Up-sell or cross-sell products and services b. Create opportunities for increasing profit c. Build on customer loyalty d. All of the above
7	Level 2	After sales support programs include _____	a. Product installation b. Gift wrapping c. Product billing d. Providing discount
8	Level 3	As a part of after sales support team , one should _____	a. Ensure prompt turn-around-time for responses to customer queries b. Tele call the customers frequently to identify cross selling opportunities c. Handover the customer details to other departments for tele calling d. None of the above
9	Level 3	Improved Support Services has a direct bearing on customer loyalty:	a. True b. False
10	Level 3	Which one of the following aspects may annoy a customer while you are interacting with him?	1. Asking what is the amount he can spare to purchase the product 2. Presenting more than one product with varied features and cost 3. Presenting only one product that is of low cost 4. Presenting only one product that is of high cost.
11	Level 2	Which one of the following will help in quickly creating a rapport with a customer?	1. Offering tea or cold drinks to the customer 2. Offering to help the customer enthusiastically 3. Welcoming them at the entrance of the store itself 4. Greeting the customer with folded hands and by bowing down.
12	Level 2	Benefits of the products are the _____ stated by the customers.	1. desires 2. aims 3. needs 4. offers.
13	Level 1	Which one of the following is the desired behaviour of a sales person while demonstrating a product to the customer?	1. Never contradict or argue with the customer 2. Repeatedly suggest what suits them the best 3. Do not waste time with one customer, move quickly to the next customer 4. Keep asking questions to confirm if they have understood what you said.
14	Level 2	Which of the following statements best states the benefits of internet facility available on a handset?	1. You can browse internet on the handset 2. Internet facility enables you to check your mails even while you are travelling 3. Internet facility enables you to respond to your urgent emails from remote locations too 4. You can check emails on the handset.
15	Level 3	Which one of the following is an add-on or complementing product to a 'formal shirt'?	1. A casual trouser 2. A formal trouser 3. A track suit 4. A denim trouser
16	Level 2	Which of the following must be followed to maintain a relationship with a customer during sales discussions?	A. Try to rush the customer to the billing counter at the earliest to accomplish the sale B. Provide assurance to the customer that any post sale complaints will be resolved C. Do not pressurise or try to forcefully close the sale during the sales conversations D. Do not concentrate on customer's opinions as completing the sales is top priority  1. C 2. A, C and D 3. B and C 4. D and C
17	Level 2	Which of the following personal data of a customer is generally maintained at the store?	1. Customer's visits to the competition store 2. Customer's buying history from competition stores 3. Customer's holiday and travel plans for the year 4. Customer's personal and family details

18	Level 3	Which of the following statements must not be used during a conversation with the customer?	<p>A. What is your budget?  B. May I suggest an alternate product/brand?  C. Can you afford to buy this model?  D. This would ideally suit your requirements.</p> <p>1. D  2. A and C  3. B  4. A and B</p>
19	Level 3	Which of the following statements can be used to indirectly seek/question the budget the customer has in mind to purchase a product?	<p>A. Are you looking for an entry level model?  B. What is the price you can pay?  C. Can I work out the credit facility?  D. May I suggest a model/brand?</p> <p>1. C only  2. A, C and D  3. B only  4. A, B, C and D</p>

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1	Level 1	A customer intends to buy a refrigerator on credit. What are the things you need to keep in mind when offering credit to the customer?	<ul style="list-style-type: none"> <li>a. Check if the customer is eligible as per terms &amp; conditions</li> <li>b. Explain the terms and conditions and obtain confirmation</li> <li>c. Both a &amp; b</li> <li>d. Inform the customer to introduce a guarantor</li> </ul>
2	Level 1	A customer intends to buy a cell on credit, but is not eligible. What would you do?	<ul style="list-style-type: none"> <li>a. As a special situation and offer the credit</li> <li>b. Explain the eligibility terms and conditions</li> <li>c. Relax the terms and conditions</li> <li>d. Ask the customer to seek for sponsorship</li> </ul>
3	Level 2	Credit facility enables customers to _____	<ul style="list-style-type: none"> <li>a. Make payments immediately</li> <li>b. Defer payment against additional purchases</li> <li>c. Make repayments in easy instalments</li> <li>d. Make payments at their convenience</li> </ul>
4	Level 2	Retail credit facility means _____	<ul style="list-style-type: none"> <li>a. No repayment of the balance amount</li> <li>b. Loan facility to purchase high value products</li> <li>c. Loan with high rate of interest</li> <li>d. Waiving off the price of the product</li> </ul>
5	Level 1	Which one of the following document has to be verified to confirm the customer's income before granting credit?	<ul style="list-style-type: none"> <li>1. ATM withdrawal receipt of customer with balance printed on it</li> <li>2. ATM mini statement with recent transaction printed on it</li> <li>3. Bank statements/ pass book with credits of monthly salaries printed on it</li> <li>4. Certificate issued from bank stating that the customer has no cheque bounces.</li> </ul>
6	Level 2	An LED TV costs Rs 1,20,000/-. To purchase on credit scheme, the customer must pay 20% down payment and an additional Rs 250/- for processing fee. The EMI can be paid in 14 months, 12 months, 9 months or 6 months at 0% rate interest. What would be the EMI for the customer if he opts for the 12 months plan?	<ul style="list-style-type: none"> <li>1. Rs 14,000/- per month</li> <li>2. Rs 8,000/- per month</li> <li>3. Rs 4,890/- per month</li> <li>4. Rs 16,000/- per month.</li> </ul>
7	Level 1	A customer wants to purchase a mobile phone on credit, on which of the following documents is it mandatory to obtain the customer's signature?	<ul style="list-style-type: none"> <li>1. Sales invoice</li> <li>2. Income tax return form</li> <li>3. Loan agreement</li> <li>4. PAN card.</li> </ul>
8	Level 2	If the Product cost = Rs. 10,000 Loan interest fee = 1% Processing fee = Rs.100. Calculate the EMI for 3 monthly instalments?	<ul style="list-style-type: none"> <li>1. Rs 5,000/- per month</li> <li>2. Rs 3,400/- per month</li> <li>3. Rs 3,000/- per month</li> <li>4. Rs 4,000/- per month</li> </ul>
9	Level 1	Which of the following are the modes of repayment of loan through EMI?	<ul style="list-style-type: none"> <li>1. Electronic clearing system or post-dated cheques</li> <li>2. Customer pays the cash every month to the store</li> <li>3. Customer swipes his credit/debit card at the store every month.</li> <li>4. Collection agent collects the money from the customer every month</li> </ul>
10	Level 2	Which one of the following is an example of a feature and condition of credit facility?	<ul style="list-style-type: none"> <li>1. 0% Interest, 0% Processing Fee and 10 EMIs</li> <li>2. Replacement provided in 7 working days</li> <li>3. Refund of amount if returned within 2 days</li> <li>4. Warranty void if seal of the product is broken</li> </ul>
11	Level 1	Which one of the following is a reason to carry out credit check of the customer before processing the loan?	<ul style="list-style-type: none"> <li>1. To verify whether the customer is a valid citizen of our country</li> <li>2. To verify his identity, address and date of birth with Aadhar Card</li> <li>3. To verify whether the customer is capable of paying back loans</li> <li>4. To verify whether the customer has any criminal records with the police</li> </ul>



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1	Level 2	Which one of the following is a step in handling a customer objection?	a. Deny the objections politely b. Ignore the objections c. Probe further to find the reason for the objection d. Request manager to handle the objection
2	Level 2	Identify the actions/behaviours' best avoided when dealing with customers:	a. Maintaining appropriate physical distance b. Stand close to customer to build comfort c. Keep following the customer to ensure assistance if required d. Do not allow the customer to browse the store independently
3	Level 1	How would you reassure an unhappy customer?	a. Acknowledge feedbacks and complaints immediately b. Explain your action point to resolve the dispute c. Escalate the issue to the head office d. Both a & b
4	Level 2	Identify the things to be considered to implement changes in customer service	a. Ensure the changes are in compliance with the organisational guidelines b. Regularly communicate to people about the changes and reasons c. Both a & b d. Offer to change the processes whenever the customer complains
5	Level 3	Which of the following factors help in understanding the affects of change in customer service processes ?	a. Customer feedback b. Sales invoices c. Sales reports d. Customer relationship
6	Level 1	How should customer feedback be collected?	a. Only in a formal written format b. Both in a formal and informal manner c. Only in an informal and casual manner d. By using online formats
7	Level 1	Whom should the customer feedback be collected from?	a. Only from regular customers b. Only from first time visitors c. Any customer who visits the store d. Any customer who wishes to provide feedback
8	Level 2	Your store just opened in the morning. A customer walks in and tells you the air conditioning is very cold. You should _____	a. Request the customer to please bear with it b. Ignore the feedback and get back to your work c. Push the feedback quickly into your store's system d. Switch off the air conditioners in the store
9	Level 2	Your store's feedback from the customers was very good last month. You should:	a. Discontinue looking for feedback for the next few months b. Celebrate and declare your store the best in the locality c. Find ways to improve further d. Identify ways to acquire promotion
10	Level 2	Your store has recently brought about a change in its service. The feedback coming in from the customers is overwhelmingly negative. You should:	a. Tell the customers that it's a change brought for good b. Stop supporting the change c. Seek opinions from customers to escalate it to managers d. Wait for actions to be taken by management
11	Level 2	What is the primary thought behind improving support services?	a. Meet customer needs b. Exceed customer expectations c. Try to meet some requirements of the customers d. To beat the competition
12	Level 2	What should one do if the resolution to customer's complaint is taking more time than usual?	a. Wait till the customer enquires about the issue again b. Explain the situation and expected time for solution c. Blame it on the system if the customer comes enquiring d. Escalate it to the head office
13	Level 2	When a customer comes to you with a complaint, you should:	a. Redirect him to the customer service desk b. Apologise and attempt to provide solution c. Note down the complaint and let the customer go d. Justify that the store processes are always right
14	Level 2	A regular customer of your store comes to you with some friends and makes a somewhat difficult request and insists he be assisted as he is a regular customer. One should _____	a. Negotiate and provide solutions that are acceptable b. Deny to provide any solutions c. Accept whatever the customer says d. Redirect the customer to the manager
15	Level 2	Improvement in customer relationship has a direct bearing on customer loyalty	a. True b. False

16	Level 2	Identify the factors that would help in strengthening the relationship with customers?	<ul style="list-style-type: none"> <li>a. Know what your customers consider to be a good service</li> <li>b. Spend time to understand customer's expectations</li> <li>c. Follow up on all the feedbacks of the customer</li> <li>d. All of the above</li> </ul>
17	Level 3	The store is crowded and you find a child crying and frantically searching for parents. What should you do?	<ul style="list-style-type: none"> <li>a. People around will take care</li> <li>b. Ignore and get back to your work</li> <li>c. Approach the child and try to calm the child</li> <li>d. Enquire about parents name and home address</li> <li>e. Make announcement from Information Desk about the lost child and wait until the parents and child unite</li> </ul>
18	Level 3	Which one of the following best describes the term 'exceeding expectations of the customer'?	<ul style="list-style-type: none"> <li>1. Providing products to the customer after he asks for it</li> <li>2. Providing products to the customer before he asks for it</li> <li>3. Providing products that have more benefits than what he expects and delights him</li> <li>4. Providing products that have benefits that meets the expectations of the customer.</li> </ul>
19	Level 1	A customer complaints to the store manager of receiving a damaged product in a home delivery consignment. Which one of the following actions would you take to maintain a good relationship with the customer?	<ul style="list-style-type: none"> <li>1. Apologise to the customer and arrange for the replacement of the product</li> <li>2. Apologise to the customer and arrange for replacement but do not charge extra</li> <li>3. Apologise to the customer and arrange for replacement along with a free gift as per the store's policy</li> <li>4. Apologise to the customer and arrange for the replacement along with a free gift irrespective of the store's policy.</li> </ul>
20	Level 1	A regular and loyal customer accidentally breaks a pickle bottle and insists to pay for it. Which of the following actions would you take with the intent to strengthen the relationship with the customer?	<ul style="list-style-type: none"> <li>1. Accept the payment and report the incident</li> <li>2. Accept the payment by providing some discount</li> <li>3. Do not accept the payment, tell the customer that it will be managed</li> <li>4. Do not accept the payment by obtaining permission from supervisor to do so.</li> </ul>
21	Level 1	A customer wrote an email to the store manager stating that the sales associate who attended to him at the store seemed to be arrogant and he could have been more polite. What should be the ideal attitude and response of the sales associate when the store manager brings this to his notice?	<ul style="list-style-type: none"> <li>1. Let the store manager know that the customer always asked for unlawful favours</li> <li>2. Let the store manager know that an apology can be rendered to the customer</li> <li>3. Let the store manager know that behaviour can be corrected and an apology can be rendered to the customer</li> <li>4. Let the store manager know that the customer can be called to the store and asked to prove that the sales associate was impolite</li> </ul>
22	Level 1	The XX store has branches in all major cities in India. Mr. Sudeep had purchased a mobile phone from the Hyderabad branch a few months ago and now he has shifted to Bangalore. He wants to exchange this for a new phone with the current running offer. However he does not have the bill. As per policy, it is not possible to exchange without a bill. How should the sales associate handle this situation?	<ul style="list-style-type: none"> <li>1. Politely deny the exchange offer as the customer is not able to produce the old bill</li> <li>2. Request for customer's personal details and try to obtain a duplicate bill from the system</li> <li>3. Suggest alternate new mobile purchase options</li> <li>4. Refer an alternate offer scheme to the customer</li> </ul>
23	Level 1	Which of the following options will be most likely chosen by customers who are extremely dissatisfied with the service of the store?	<ul style="list-style-type: none"> <li>A. Shop in the competitor's store</li> <li>B. Spread a bad word about the store</li> <li>C. Recommend friends</li> <li>D. Refer more customers and recommend the store</li> </ul> <ul style="list-style-type: none"> <li>1. A and D</li> <li>2. B and C</li> <li>3. A and C</li> <li>4. A and B</li> </ul>
24	Level 3	Which one of the following actions helps in improving the relationship of the customer with the store, whenever the service requested by the customer is not available at the store during the time of request?	<ul style="list-style-type: none"> <li>1. Apologise to the customer and explain clearly that the service is not available</li> <li>2. Apologise to the customer and check for the possibilities if the request can be met</li> <li>3. Do not waste time as the store cannot afford such distractions during business hours</li> <li>4. Ask the customer to speak to the store manager as he is the sole authority in the store</li> </ul>


Sr No	Level	Questions	Answer Options
1	Level 1	What is the most critical factor to be considered while organizing the delivery of service?	a. Variety of products b. Different types of customers c. Customer satisfaction d. Time constraints
2	Level 1	How do systems and procedures help in the delivery of reliable service to customers?	a. In planning, monitoring and delivering service and recording customer feedback b. In following the service delivery processes irrespective of what the customer needs c. In adopting standard procedures followed internationally for service delivery d. In adopting standard procedures followed by renowned competitors.
3	Level 3	Which one of the following software packages helps to provide seamless delivery of customer service?	a. Any Microsoft windows applications b. Any financial accounting application c. Any CRM application d. Any delivery application.
4	Level 1	Which one of the following helps the store to deliver reliable service consistently?	a. Performance report of competitor's stores b. Performance report of promotions in the store c. Reports on perpetual inventory d. Reports on customer feedback.
5	Level 2	Only 8 out of 12 billing counters are open due to non-availability of cashiers. This has created a long queue of impatient customers at the billing counters who are dropping their products and walking out of the store. Which one of the following would be best suited to resolve the issue?	a. You along with three other colleagues open the remaining billing counters and start billing b. You will ask the cashiers to speed up and request customers to bear with the inconvenience c. You will request the customers to be patient and regret the inconvenience caused d. You will request the store manager to arrange for queue busting and alternate billing counters
6	Level 1	A 75-year-old customer complains that he was sold a smart phone instead of a basic handset which is easy to operate. Is it a case of mis-selling? How will you handle this complaint?	a. Not mis-selling, tell the customer that the product once sold cannot be replaced b. It is mis-selling, tell the customer that it can be replaced but no refund will be given c. Not mis-selling, apologise to the customer and arrange for a replacement as per the store's policy d. It is mis-selling, apologise to the customer and arrange for a replacement as per the store's policy.
7	Level 1	Which one of the following statements is correct?	a. Only a trained personnel can operate the point-of-sale counters b. Anyone can operate computers without training during emergencies c. Anyone can replace equipment spare parts without proper training d. Computers are accessible to anyone and everyone inside the stores
8	Level 2	From which of the following locations in the store can customer feedback be expected?	a. Entrance/exits/billing counters b. Anywhere within the store premises c. Membership counter d. Customer care counter
9	Level 1	Which one of the following is the system used for billing the products to the customers in the store?	a. POS—Point of Sale b. POB—Point of Billing c. OS—Operating System d. PS—Permanent Selling
10	Level 1	Which one of the following is the purpose of using computer systems in a store?	a. To store customer data b. To supply data when requested c. To store, retrieve and supply data d. To retrieve data when requested
11	Level 3	Which one of the following is the correct method of leaving the computer system when you are expected to move away from your work place?	a. Do not lock the system as other colleagues may need to use it b. Shutdown the computer system every time you leave the work place c. Lock the computer and write the password on a slip and paste it on the system d. Lock the computer and ensure that the computer is secured from unauthorised access

Sr No	Level	Questions	Answer Options
1	Level 1	Which of the following will help in resolving customer concerns?	a. Standard operating procedures b. Retailer's association guidelines c. Discounts d. Feedbacks
2	Level 1	Your store is overcrowded being a weekend, and a customer with a crutch walks into the store. How would you help the customer?	a. Sympathize and follow the customer around b. Tail the customer around the shop c. Empathize with customer and offer to carry the shopping bag d. Insist the security personnel to take care
3	Level 2	What can be a primary thought behind improving support services?	a. Meet all of the customer demands b. Resolve customer concerns c. Try to meet few requirements of customers d. To match the competitor services
4	Level 3	Always be _____ towards a customer	a. polite b. rude c. abusive d. confused
5	Level 3	Which one of the following factors will help in resolving customer concerns?	a. Knowing the customer's buying habits b. Knowing how to act on customer feedback c. Knowing the customer personally and being friendly d. Knowing the process of recording customer complaints.
6	Level 1	A customer complains that there are no trolleys available. How will you resolve the customer's concern?	a. Show him the location where he can find the trolleys and guide him to it b. Politely tell the customer that during busy hours he has to bear with such situations c. Locate the trolley, hand it over to him and apologise for the inconvenience d. Tell the customer that he could use multiple baskets instead of a trolley
7	Level 1	While with a customer, the SA receives a personal call. He accepts the call and talks for a few minutes. After the call ends, he tells the customer that it was an important call. Is it right what the SA did? How should the SA have responded to the situation?	a. Yes, but SA could have apologised to the customer for receiving the call and continued b. No, SA could have excused himself, gone away from the customer, spoken and come back c. Yes, but SA could have obtained customer's approval to receive the call before he spoke d. No, the SA should have either switched off his phone or not have taken the call at all.
8	Level 1	Which of the following actions will help a SA in understanding the customer's concerns to the satisfaction of the customer?	a. By asking more closed ended questions such as "is that all you wanted to say?" b. By attempting to convince the customer before they have stated the complete problem c. By demonstrating a more receptive behaviour by nodding your head and making notes e. By asking more open ended questions and summarising the problem in the end
9	Level 1	If a customer has returned the bread bought the previous day, due to the presence of fungus. Which one of the following action needs to be taken?	a. Do not provide a credit note b. Inform the customer about the no refund policy c. Replace the bread with a new packet of bread after confirming the use by date d. Tell the customer that he should have brought it back yesterday itself for exchange
10	Level 1	Which one of the following statements from customers is categorised as positive feedback?	a. Air conditioner not working b. Billing section is very efficient c. Vegetables can be fresher d. No sufficient parking space
11	Level 1	Customer 'A' has decided to purchase a refrigerator from the store. Unfortunately the stock is not available at the store. Which of the following options would not suit for closure of the sale?	a. Route the order to a different branch based on stock availability b. Seek solutions from supplier for alternate delivery options c. Ask the customer to purchase from the neighbouring store d. Propose an alternate refrigerator that is in stock
12	Level 3	Which of the following inputs from customers can be categorised as concerns?	A. The temperature inside the store during summers is soothing. B. The ambience of the store is equivalent to one of the best stores in the town. C. The fresh vegetables are available in the morning though not in the evening. D. Parking space can be made even better if someone mans the place to guide the customers.  1. A 2. D 3. B and A 4. C and D

Sr No	Level	Questions	Answer Options
1	Level 2	A customer is unhappy about the store's policy of no refunds after 14 days of purchase. You should?	a. Agree with the customer and blame the company b. Blame the customer for not taking a note of the policy in time c. Empathise and explain the situation to the customer d. Redirect him to the store manager for solution
2	Level 3	Which of the following is not a proper behaviour while responding to the customer?	a. Understanding the need of the customer b. Nodding and responding to the customer queries c. Answering with a smile d. Answering rudely to the customer
3	Level 3	Which one of the following is the <b>most appropriate</b> method to identify whether customer feedback and suggestions are being successfully implemented?	a. By keeping a track if similar complaints from customers are occurring again and again b. By keeping a track if actions suggested for improvements are implemented c. By keeping a track if employees are adhering to suggestions and changes d. By keeping a track if customers are registering their feedback and complaints.
4	Level 2	There are customer complaints of the store being very unhygienic during weekends. This is in spite of the house keeping team doing their job as per the schedule. Which one of the following would you recommend to resolve this issue?	a. Ignore the complaint, during weekends this is bound to happen due to the heavy rush b. Suggest to the housekeeping department to increase the number of cleaning cycles on weekends c. Ensure that customers are frequently reminded not to dirty the store premises d. Suggest that the housekeeping staff is inefficient and to appoint a different team.
5	Level 1	The store where you work has separate billing counters for loyalty card holders to facilitate speedy billing. However, during weekends, the store opens these counters to other customers also. Which one of the following can be an impact of this policy?	a. Rush at the other billing counters will reduce but the loyalty card holders may complain b. Rush at the other billing counters will reduce, the loyalty card holders will not complain c. Rush at the other billing counters will reduce and the loyalty enrolment will increase d. Rush at the other billing counters will reduce but usage of loyalty card will decrease.
6	Level 1	Which of the following are the different modes of customer feedback?	A. Emails, kiosks and forms B. One-to-one discussions C. Word of mouth D. Recommendations  1. A and D 2. B and C 3. A, B and C 4. A, B, C and D
7	Level 2	A customer gives a feedback that the products that are low priced and bear private brands are always of substandard quality. Which of the following actions should be taken first with respect to the customer's feedback?	a. Ignore the feedback as you have heard of it for the first time b. Check with the systems and other customers if similar feedbacks exist c. Immediately escalate it to the store manager asking to replace the products d. Going forward avoid recommending or suggesting store's private brand to customers
8	Level 3	Which of the following statements best describes continuous improvement in the service?	a. Continue with the current customer service practices in a store b. Do not disturb any operations/policies which are running smooth c. Improve only things that attract the customer's attention d. Create new benchmarks with better customer service practices continuously

Sr No	Level	Questions	Answer Options
1	Level 1	What should be done if a robbery occurs in the store?	a. Hurry and alert everyone b. Set alert by using alarm to notify the authorities c. Plan to move out of the store e. Identify the burglars and reprimand them
2	Level 1	What should be done if there is a hear about a bomb threat at the store?	1. Inform your supervisor and do as instructed 2. Ensure not to touch or move any object/s 3. Remove barriers and deny access signs 4. Close down and evacuate the site 5. Inform everyone a. 1,4,5 b.4,5 c. 1,2,3 d.1,3, 5
3	Level 1	Pilferage means _____	a. Reduction in inventory due to sale b. Reduction in inventory due to mis-count c. Reduction in inventory due to theft d.Reduction in inventory due to damage
4	Level 1	Which of the following will help in minimizing shrinkage in the inventory?	a. Create awareness of the causes and its impact b. Set targets for minimising the shrinkage c. Reward the performers d. All of the above
5	Level 2	In case of a fire hazard, you should:	a. Ring the safety alarm b. Put fire extinguishing measures into action, if you are trained c. Inform store security personnel to start evacuation procedure d. All of the above
6	Level 3	Identify the Personal Protective Equipment used to protect head?	a. Safety caps b. Hoody c. Hard hats d. Turbans
7	Level 3	Which of the following training is essential to maintain a safe and secure environment at the store?	a.Handling hazardous material b. Handling notorious shop lifters c. Investigating procedures d.Insurance claim procedures
8	Level 3	What has to be done if one notices that lock of inventory room is broken?	a. Should bring in new lock and re-lock the door b. Should close the latch and start his work c. Should close the door and report it to authorities d. Should identify the reasons for the breakage
9	Level 1	Which one of the following can be a security risk at the store?	a. Camera in the trial room section not working b. Camera in the store managers laptop not working c. Camera above the billing counter and not working d. Camera in the mobile handset of security personnel not working
10	Level 2	Which of the following can be a risk to personal safety?	A. Goods placed in front of the fire exit B. Heavy goods and packets placed on the top most shelf C. Hand gloves not worn while cutting the meat D. Manually trying to lift a bag weighing 50 KG. 1. A and B 2. A, B,C and D 3. A, B and D 4. A and C
11	Level 2	A customer suddenly falls down and becomes unconscious. Which one of the following actions will you take first?	a. Sprinkle water on the customer's face b. Call the doctor and the ambulance c. Call the store manager and inform d. Arrange to provide him first aid
12	Level 2	A colleague is seen consuming a packet of biscuit taken from the sales floor. What is the first action to be taken as a sales associate?	a. Inform supervisor b. Inform the cashier c. Ask him to eat outside the store premises d. Request him to pay for the biscuit packet
13	Level 1	What has to be done, if in a billing counter the cash drawer is found open and unattended?	a. Proceed with your own work, as it is the cashier's job to man the billing counters b. Inform supervisor/cash office manager and stay at the place till help/cashier arrives c. Close the drawer and keep the key with you and start billing till the cashier arrives d. Immediately press the emergency alarm and announce that a robbery has taken place
14	Level 2	Which one of the following actions must be taken if you notice that a customer is putting a product in his/her pocket while selecting the product?	a. Keep all the colleagues and supervisors informed b. Inform the store security supervisor to arrest the customer c. Keep a close watch on whether the customer has billed the product d. Wait for customer to leave the store and then inform the security
15	Level 1	Which one of the following is an unethical practice in the store?	a. Buying the products at the store for self-use b. Using the products for self and recording as waste c. Using your own vehicle for traveling to the store d. Buying the products for your family back home

Sr No	Level	Questions	Answer Options
1	Level 1	Which is an appropriate way of greeting a customer at the store?	a. Acknowledge, smile and offer greetings to the customer b. Acknowledge, smile with a nod and wave your hand at the customer c. Acknowledge at the arrival and wave your hand at the customer d. Welcome the customer with a smile and a warm handshake
2	Level 1	Which of the following factor is important to convey the benefits of the product to the customers'?	a. Neatly ironed uniform b. Expertise in English c. Art of displaying the products d. Clarity in speech
3	Level 1	The customer says 'Thank you', which one of these is the most appropriate response?	a. Say 'No problem' b. Say " You are welcome, its my pleasure" c. Nod with a smile d. Offer a handshake with a smile
4	Level 3	Which of the following can reduce an employee's self image in the minds of the customer?	a. Confidence b. Assertiveness c. Impatience d. Persistence
5	Level 1	Identify the gestures and body language you should avoid.	a. Stalking or leering the customer b. Standing too close for comfort c. Blowing or picking the nose, cleaning ears d. All of the above
6	Level 1	Identify the right actions/behaviours' when dealing with customers	a. Maintaining appropriate physical distance b. Stand close to customer to build comfort c. Keep following the customer to ensure assistance if required d. Do not allow the customer to browse the store independently
7	Level 2	Which one of the following can be classified as the most important differentiator between your store and the competitor?	a. Range of products b. Quality of products c. Quality of service d. Range of price.
8	Level 1	When a customer walks into a store he was not well received or offered any help because all the associates were engaged in a conversation. He feels ignored. How will you address such a situation?	a. Tell the customer that this is shift changing time and it is common b. Greet the customer and ask if he requires any assistance c. Wait for customer to approach you and keep chatting with friends d. Leave customer alone and let him find his way to the products
9	Level 2	When billing, a customer realises he is not carrying enough cash nor has his debit/credit card handy. What will you tell the customer?	a. Tell the customer to take products along with him and pay later during his next visit. b. Tell the customer that his products will be kept separately till the provision of payment c. Ask the customer to leave the products at the billing counter and get his cards d. Arrange to pay for the customer's products and ask him to pay you later.
10	Level 1	Mr. Mukherjee walks into the store for purchasing home needs. He is new to Bangalore city and cannot speak any language other than Bengali. Which of the following actions can be expected out of a sales associate to help the customer?	A. Address the customer in his mother tongue, if possible B. Refer the customer to another colleague who knows Bengali C. Attempt to arrange for an interpreter who can help you in translation D. Direct him to the store manager, as store manager is supposed to know all languages  1. A, B and C 2. A, B, C and D 3. B 4. C and D
11	Level 1	Which of the following elements help in creating a positive image of the store in the minds of the customer?	a. Store decorated with flowers b. Fashion show every weekend c. Polite and friendly sales associates d. Display of colourful images of stores
12	Level 2	Which of the following are the desired responses to an irate customer's violent behaviour?	A. Convince the customer that his aggressive behaviour is uncalled for B. Listen patiently to the customer's concern and express empathy C. Ensure that the concerns and complaints will be resolved D. Take action as per complaint and follow-up to resolve  1. B and C 2. A and B 3. B, C and D 4. C and D

Sr No	Level	Questions	Answer Options
1	Level 1	Which of the following helps in disinfecting the hand?	a. Hand sanitizer b. Hand towels c. Hand kerchief d. Hand wash
2	Level 1	What should be done if a customer assaults the employee?	a. Assault the customer b. Call the police c. Get immediate medical attention d. Call the security personnel
3	Level 2	How should the sharp objects be handled?	a. Cover the sharp portion so as not to hurt anyone b. Keep the sharp portion directed towards the ceiling c. Carry the sharp objects above the head d. No specific care required
4	Level 1	Why should one follow safety procedures at work?	a. Reduce accidents and injuries b. Make the store a secure place to shop c. Minimize cost overheads and absenteeism d. All of the above
5	Level 2	You should not report to work, if you are _____	a. Unhappy b. Unwell c. Too far from the store d. Too late to the store
6	Level 2	Which report is prepared if there is an accident in the store?	a. Accident report b. Incident report c. Insurance survey report d. Damage claim report
7	Level 2	What does this sign on a box indicate? 	a. Do not store b. Biological hazard c. Electrical hazard d. Do not spill
8	Level 3	What is the importance of making a policy and procedure in any organization with respect to healthy, safety, security and environment?	1. To avoid any accidents. 2. To ensure healthy working environment. 3. To ensure safety in working environment. 4. To ensure statutory compliance A. 1, 2, 3 B. 1,2,3,4 C. 1,3,4 D. 2,3
9	Level 3	Which is an unsafe condition?	a. Trailing wires on the floor b. Fire extinguishers in place c. Safety instructions on walls d. Employees wearing personal protective equipment
10	Level 3	Which can cause accident?	a. Slippery Floor b. Unlocked Rooms c. Locked Lifts d. Stored forklift
11	Level 3	What must be done continuously to ensure safe work place?	a. Safety inspection b. Report inspection c. Ceiling inspection d. Employee inspection
12	Level 1	Which one of the following can be referred to as an assembly point?	a. Where all employees meet for a discussion b. Where all employees chat after the lunch c. Where all employees gather during emergency d. Where all employees gather during celebrations.
13	Level 1	Which one of the following is the most appropriate reasons to record and report accidents that occur in the store?	a. To use it as evidence to process insurance claims for customers, if necessary b. To prove to the store manager that the customer is at fault and not the store c. To enhance the image of the store d. To raise medical claims for the customer.
14	Level 1	Which one of the following would you call in case of fire in the store?	a. 102. b. 101 c. 100 d. 112



15	Level 1	Which of the following can be a risk to a customer's health?	<p>A. Serving food to customers without wearing hand gloves  B. Wiping the plates with a tissue paper before serving food  C. Re-heating a bakery product in the microwave before serving  D. Dipping hands into the drinking water container.</p> <p>1. A and B  2. A, B,C and D  3. A and D  4. A</p>
16	Level 1	A staff member gets hurt while removing some fixtures and a few products on display gets scattered. How will you address this situation?	<p>a. First help the colleague and arrange for first aid  b. First try to clear the stocks and clean customer area  c. First complete the job you are doing  d. First look for other staff members and seek their help</p>
17	Level 1	When Sushil came to open the store for the day, he noticed that the seal on the main door was tampered. Which one of the following actions is he required to take in such a situation?	<p>a. Reseal the door, inform the store manager and wait for further instructions  b. Inform the store manager and the store security officer and wait for instructions  c. Ignore the tampering of the seal on the door and open the store for daily operations  d. Identify the person who tampered with the seal and inform the store security officer.</p>
18	Level 1	Which of the following factors contribute to the loss in profit of the store?	<p>A. Spoiled food products sold to customers at discounted rates  B. Cleaning the store only when it becomes dirty to save time and money  C. Safe exit and entry points  D. Routine health check-up of all employees</p> <p>1. D  2. C  3. B and D  4. A and B</p>
19	Level 1	A store associate uses a ladder to store some materials in shelf number 5 which is at a height of 11 feet from the ground. Which of the following is the right method of climbing up the ladder?	<p>a. Place the ladder at a firm position on the ground, climb as fast as possible  b. Place the ladder at a firm position on the ground, climb minimum two steps at a time  c. Place the ladder at a firm position on the ground, check stability and climb one step at a time  d. Place the ladder at a firm position on the ground, stand on the last step and then store goods</p>
20	Level 1	What does the following sign indicate? 	<p>a. Do not enter  b. Do not exit  c. Poison  d. Break open</p>
21	Level 1	Which one of the following can be a material handling hazard within the store premises?	<p>a. Stacking tiny packets of food products on the shelf  b. Carrying out face up of the products on the lower shelf  c. Carrying the contaminated food products without wearing gloves  d. Stacking chocolates on the shelf within the reach of small children</p>
22	Level 1	What does the following hazard sign stand for? 	<p>a. Explosives  b. Spillage  c. Bomb blast  d. Fire exit</p>
23	Level 1	Which of the following precautions need to be taken to prevent fire?	<p>A. Allowing smoking only in the car parking areas  B. Managing all the garbage by burning them inside store premises  C. Not allowing smoking in any of the store premises area  D. Conducting routine checks and fire drills as per process</p> <p>1. B  2. C and D  3. A and D  4. D</p>

Sr No	Level	Questions	Answer Options
1	Level 2	Which of the following element of communication is the most important?	a. Listening skills b. Verbal c. Non-verbal d. All of the above
2	Level 3	Which of the following elements help in building a high performance team?	1. Openness 2. Loyalty 3. Trust 4. Reliability a. 1, 2 b.1,2,3 and 4 c. 1 ,4 d.1,3 and 4
3	Level 1	Which one of the following should not be a quality for team members to work cohesively?	a. Communicate with each other b. Support group member's ideas c. Blaming others d. Getting involved
4	Level 1	Which of the following does not define team characteristics?	a. Enthusiastic b. Participative c. Independent d. Collective
5	Level 2	When a member is not clear of his/her role, he/she should _____	a. Get his/her role defined by supervisor b. Understand his/her role from colleagues c. Wait for someone to help out d. Decide your own roles
6	Level 2	Which of the following will not help in completing the assigned tasks while working in a team?	a. Planning b. Coordinating c. Procrastination d. Prioritisation
7	Level 2	Which are the time wasters while prioritising your work	a. Planning for the day b. Referring to do list c. Talking to fellow colleagues about the traffic d. Asking the supervisor to train you on essential skills
8	Level 1	Which one of the following is a benefit of working in a team?	a. One can get their work done by others b. One can achieve targets collectively c. One can work casually as there is a support from others d. One can share the incentives even though they contribute less.
9	Level 2	During business hours of a store which one of the following can one seek from a colleague?	a. Monetary assistance b. Assistance to stack products c. Maintenance of personal hygiene d. Borrowing uniforms when necessary.
10	Level 1	From the toys section, you notice a colleague, who is unwell, in the home appliances section struggling to stack products on the shelf. Which one of the following would you do to help?	a. Request someone from the toys section to look after your work and go help your colleague b. Request someone from home appliances section to leave their work and help the colleague c. Report it to the supervisor of the home appliances section that your colleague is unwell d. Report it to the supervisor of the toys section that your colleague is unwell.
11	Level 1	A regular customer is looking for a colleague who is on leave. Which one of the following would you choose to handle the situation?	a. Do not move from your service area b. Tell the customer to visit another day c. Go to the customer and offer him assistance d. Ask the customer to speak to the store manager for any assistance.
12	Level 2	A customer is shouting at an associate. Which one of the following actions will you take?	a. Back up the associate and start arguing with the customer to protect your colleague b. Call all the other associates and protest against the behaviour of the customer c. Call the customer service personnel and request them to handle the situation d. Back up the associate and request a security person to intervene and sort the issue.
13	Level 2	Which one of the following is a reason to regularly furnish the reports?	a. To keep a vigilant eye on the sales associate's activities b. To check one's progress and monitor activities and tasks c. To take disciplinary actions d. To just follow the process

14	Level 1	Which one of the following is termed as indiscipline?	<p>A. Take break at convenient timings  B. Smoking, drinking and eating in non-designated areas  C. Coming to the store on time regularly  D. Not informing supervisor of emergency situations</p> <p>1. A, B and D  2. A, B and C  3. A, C and D  4. A, B and C</p>
15	Level 1	Which of the following items are required to perform the duty of a sales associate on a daily basis?	<p>a. Lunch box, friend's mobile number, bike, petrol, driving license  b. ID card, uniform, pen, writing pad, business cards, hand towel  c. Grocery, car, fuel, credit card, id card  d. Mobile phone, computer, user ID, password</p>
16	Level 2	Which one of the following information about the store/company must a sales associate be aware of?	<p>a. Personal and family details of the promoters of the company  b. Store layout, range of products, standard operating procedures  c. The reason for the store to be located at its current location  d. The reason for the store to remain closed after business hours</p>
17	Level 1	Which one of the following is a benefit of team work?	<p>a. Enjoying food together during breaks  b. More time during daily break hours  c. Achievement of sales targets together  d. Union against the establishment</p>
18	Level 1	Which of the following elements are important for a team work?	<p>a. Loyalty, commitment, honesty, open-mindedness  b. Regular exercising habits and diet  c. Reading and travelling  d. Good drinking and eating habits</p>

Sr No	Level	Questions	Answer Options
1	Level 2	The store has decided to make a change to the customer service policy that you personally do not agree to. You should:	a. Make it clear to the customers that you do not support the change b. Give positive impression about changes even if you do not agree c. Ensure the change initiative fails d. Provide feedbacks to the authorities
2	Level 2	Your colleague is with a customer and you want to share an important personal message with him. You should:	a. Immediately go to him and speak to him about the personal message b. wait for the colleague to finish with the customer and only then approach the colleague c. Pull your colleague away from the customer's earshot and share the message with him
3	Level 2	To project a professional attitude at work you should never:	a. Criticise the organisation to, or in front of, customers; b. Discuss confidential information outside work; c. Lose your temper at work; d. All of the above
4	Level 2	Which of the following behaviour makes the customer lose respect?	a. Being confident b. Being arrogant c. Being generous d. Good listening skills
5	Level 3	Which of the following behaviour demonstrates bullying or discriminating act against team members?	a. Patting on the back while passing by b. Smiling while passing by c. Ignoring or out casting from the team
6	Level 3	What could be an obstacle for creating effective team in the organisation?	a. Social loafing b. Defined roles c. Efficient practices d. Clear direction
7	Level 3	Which of the following will not help in building trust?	a. Keep your feelings to self b. Maintain confidences c. Demonstrate assertiveness d. Demonstrate competence
8	Level 1	Which one of the following is a feature of body language?	a. E-mails b. Telegrams c. Voice d. Letters.
9	Level 2	Which one of the following will not help in overcoming fears?	a. Motivating people b. Good listening skills c. Aggressive body language d. Being open to feedback.
10	Level 1	Which one of the following is characteristic of positive attitude?	a. Not being serious about work b. Blaming the environment or others for your mistakes c. Achieving personal and organizational goals d. Failing to realise the importance of work.
11	Level 1	A newly appointed sales associate is nervous and not sure of the required information for a customer's query. Which one of the following action will you take to handle the situation?	a. Inform the store manager to arrange a training for the sales associate b. Wait for the customer to notice you and come to you with the query. c. Request the customer and the sales associate if you may help the customer d. Request the customer to excuse the SA as he is new and help the customer.
12	Level 3	To impress the manager on his first day of work, Kapil focused on his work and did not waste time talking to colleagues. He did a good job but the manager said that he was not happy with Kapil's working style. He expects a resource to be both technically good and friendly. Which one of the following might be the reason for the manager's comment?	a. Kapil may have worked very hard but he did not interact with his colleagues b. The manager was biased against Kapil and did not want to encourage him c. Kapil may have worked very hard but did not interact with the manager d. The manager mis-interpreted Kapil who actually mingles with people outside of work
13	Level 1	Which of the following things embarrass people in a diverse culture?	a. Polite greeting over the telephone b. A gentle and firm handshake c. Smoking and chewing pan in front of colleagues and customers d. Dressing neatly dressed as per the prescribed grooming standards
14	Level 3	What does the image below depict?	a. Highly active team participation b. Average team participation c. Moderate team participation d. Very poor team participation
15	Level 1	Which one of the following statement best describes diversified work culture?	a. People from same family in the stores working together b. People from same village or same locality in the stores working together c. People from different places, community, religion, languages working together d. People from same community inside a store working together
16	Level 1	Which one of the following is a desirable action at the workplace?	a. Dress as per your choice b. Helping other members in the team c. Speak only when you are asked to d. Complete only the work allocated to you
17	Level 2	Which one of the following is the right of an employee at the store?	a. Being picked up and dropped from home to workplace everyday b. Speaking to wife at least once on the phone during business hours c. Being able to remain absent from work at least for one day in a week without notice d. Getting his/her salary on time and one day off from work in a week



### Viva Questions

Sr No	Questions
1	Your store is overcrowded being a weekend, and a customer with a crutch walks into the store. How would you help the customer?
2	Why is it important to be well groomed?
3	A customer enquires about vouchers and gift card? You direct the customer to the cash counter for information and purchase. Customer waits half hour and is informed that the gift cards and vouchers are out of stock? Do you think the response was appropriate?
4	A customer comes to the store with the intent of buying a washing machine, but seems lost and unsure of buying? How will you help?
5	List the phrases you should avoid when dealing with the customers
6	List the phrases that would help you connect with the customer better.
7	How to increase add-on sales?
8	Why is it important to plan and organize delivery of reliable service in retail operations?
9	Why is it important to have a reliable service?
10	You see a few of your colleagues discussing loudly in front of the customer about internal official matter. What do you think would be an appropriate response?
11	Sometimes even after providing all information and demonstration, the sale does not come through. What should you do?
12	How should you confront an angry customer?
13	Why is it important to treat the customer politely?
14	How should you respond to questions or objections of the customers?
15	Why is customer feedback important for providing excellent service?
16	Whom should customer feedback be collected from?
17	Which one of the these communication types is most important - Verbal, non-verbal (body language) and listening skills?
18	How should you group products for display?
19	To maintain hygiene and clean standards:

20	As a sales associate, which of the following are your workplace health and safety rights?
21	How will safety information be communicated to you?
22	Customer feedback should be collected only from housewives between the age of 30 and 55. You agree?
23	How inter-related products can help in sales?
24	Explain the term selling areas.
25	During a sales discussion, Mr. Ram objected with the sales associate on the quality of the product being sold/demonstrated to him. How should be response from the associate to the customer?
26	How can an Associate generate interests in the minds of customers during the demonstrations of the products?
27	Mr. Surya a Sales Associate identifies from the system that there has been a regular request from the fruits section for 100kgs of pomegranate every day and a shortage of 25 kgs against the same. What action must Mr. Surya take?
28	The complaint management system of a store has recorded the complaint of customers repeatedly saying that they don't get certain products during the last week of the month for the last 3 months. An associate working there has identified the recurring issue. What must be his further action plans?
29	The queue at all the billing counters are too long and customers are getting impatient and have begun to complaint and few of them are talking about dropping the products and walking away from the store. How a Sales associate must be handling this situation?