



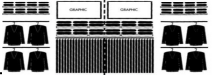


Sr No	Level	Questions	Answer Options
1	Level 1	Which one of the following is an important task that needs to be carried out to ensure that displayed food products are safe to use?	a. Check if the shelf is clean and neat. b. Replace the products that have expired c. Check if the price label is attached. d. Replace the products that are not labelled
2	Level 1	Which one of the following actions should be taken if there are damaged products on the shelf?	a. Sell it to customers at a discounted price b. Sell it to employees at a discounted price c. Move it to a designated area for damaged products and keep records d. Move it to the back store and place it along with other products.
3	Level 2	Which one of the following action should be taken after completion of product display on the shelves?	a. Inform the supervisor about the completion of work b. Move the excess stocks back and dump the wastage c. Inform customers who are waiting to start shopping d. Move it to the back store and place it along with other products
4	Level 2	A customer raised a complaint of being unable to identify the price of a product on display. Which one of the following could be a genuine reason for the customer's complaint?	a. The customer wanted to claim a discount b. The customer did not find the price label on the shelf of the product c. The customer wanted to mislead the associate d. The customer found a similar product with a different price on it
5	Level 1	Which one of the following is the right method of stacking products on the shelf?	a. Lighter products at the bottom and heavier products on top b. Heavier products on top, lighter products at the centre and bottom c. Heavier products at the bottom, lighter products at the centre and top d. Lighter products at the centre, heavier products on top and the bottom
6	Level 1	Which one of the following is the right method of grouping products on display?	a. Chicken along with dairy products b. Cereals along with cosmetics c. Chicken along with masala packets d. Cereals along with coconut oil
7	Level 1	Selling price displayed in the shelf edge label (SEL) should always be: _____	a. Equal to cost price b. Equal to MRP c. Lesser than or equal to MRP d. Greater than or equal to MRP
8	Level 1	Which one of the following is the role of a trainee associate in preparing the products for sale?	a. Displaying the licenses issued by municipal authorities b. Displaying caution boards while cleaning the floor c. Arranging the fixtures and products as per display plan. d. Receiving the products at the back store from the supplier
9	Level 2	What is the pattern formed by displaying similar line of products next to each other across a single shelf as shown in the picture below called? 	a. Straight display b. Adjacent display c. Horizontal display d. Linear display
10	Level 1	Which one of the following is a purpose of the equipment shown in the given image? 	a. Used to carry out security checks at the entrance b. Used to speak to each other in very big stores c. Used to scan the barcodes printed on the products d. Used to clean the shelves that are soiled and wet
11	Level 1	While arranging milk packets on the shelf, you notice that two to three packets on the shelf have leakage and the milk has spilled all over the shelf. Which of the following actions should be taken?	
12	Level 2	Which of the following equipment is used to store the product above the shelf which is at a height of 8 feet?	a. Ladder b. Rope c. ...




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1	Level 1	Which is one of the reasons for keeping product on display at the stores?	a. Provide easy access to the customers b. To ensure that the store looks full c. To create interest in the minds of associate d. none of the above
2	Level 1	The store floor should be _____ after arranging the products on the shelf	a. Clutter free b. Disinfected c. Cordoned off d. None of the above
3	Level 1	How can interrelated products in display help in sales?	a. Decreases cross sales opportunities b. Increases sales through discounts c. Increases cross selling opportunities d. Create soothing effect for eyes
4	Level 1	Out of the box themes and big display can _____	a. attract attention of the customers b. deviate focus of the customers c. divert competition away d. help in maintaining less inventory
5	Level 2	Which is a tool that is used to create an organised display?	a. Layout b. Planogram c. Labels d. Brouchers
6	Level 2	Height of the displaying shelf must not be _____ size of product	a. equal to the b. similar to the c. higher than the d. lesser than the
7	Level 2	Fast moving products must be displayed at _____ level	a. Lower b. Higher c. Eye d. Medium
8	Level 3	Items should be grouped by _____ for displaying	a. category b. Price c. fixtures d. colours
9	Level 3	Which is the proper place to set up promotional display?	a. The passage in the aisle b. At the exit of the store c. Place with maximum traffic but minimum obstruction d. Anywhere on the store's sales floor but on plain surface
10	Level 1	Which one of the following is an important task that need to be carried out before arranging the display of products on the shelf?	a. Check if all the lights in the store are working b. Ensure that the shelves are cleaned and clutter free c. Check if all the employees are present as per the roster d. Ensure that all the products are stacked as per the planogram.
11	Level 3	An associate was unable to display the cornflakes packet as the height of the shelf was smaller than the height of the packet. Which one of the following could be the reason?	I. Associate had chosen a wrong shelf. II. Associate did not refer to the planogram or display sketch III. The shelf was correct but the planogram or display sketch had changed IV. The height of the shelf was not increased to accommodate the packet. a. I and II b. I, II and III c. I, and III d. I, II, III and IV.
12	Level 2	A customer complains that the price of a vegetable printed in the bill is more than the price displayed on the shelf. Which one of the following could be the reasons for the customer's complaint?	a. The customer wanted to claim a discount. b. The price label on the shelf was updated. c. The price label on the shelf was not updated. d. The customer had misread the bill.
13	Level 1	What is the act of pulling each product to the front edge of a shelf with the label turned forward called as?	a. Facing up b. Labelling c. Stacking d. Aligning
14	Level 3	What does the question mark in the shelf edge label shown below stand for? 	a. Electronic article number b. Product identification number c. Electronic identification Image d. Product name and description
15	Level 3	In a given display area, a stock of only 100 washing soap bars of 100g can be stacked. An associate has 125 soap bars with him. What should be done with the remaining 25 bars after stacking in the display shelf?	a. Adjust the space and stack it on the same shelf b. Stack it on any other shelf where space is there c. Move it back to designated storage at back store d. Place them temporarily on the floor below the shelf
16	Level 1	Which of the following is one of the information contained on all the products and labels?	a. Name of the store and warehouse location details b. Maximum retail price, unit of measurement (UOM) c. Warehouse in-charge's name and mobile number d. Store identification number and store location details

17	Level 1	Merchandise should be maintained _____	<ul style="list-style-type: none"> a. above the height of customer b. below the height of customer c. at the height customers can reach d. at the height the associate can reach
18	Level 1	How does labelling help?	<ul style="list-style-type: none"> a. Assists customers in knowing price and size b. Assist knowing features and benefits c. Understanding usage details d. Safeguards the products
19	Level 2	Labels helps in doing _____	<ul style="list-style-type: none"> a. Inventory management b. Man management c. Service management d. Time management

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1	Level 1	Which of the following is a theme in visual merchandising?	a. Price blocking b. Colour blocking c. Triangle blocking d. Nested blocking
2	Level 1	Always make sure that the VM displays communicates _____	a. price b. value c. brand value d. face value
3	Level 1	Which is the most important tool in visual merchandising that can attract the attention of customers?	a. Colour b. Space c. Price d. variations
4	Level 1	What makes an individual apparel store stand out?	a. Store image b. Store representatives c. Store staff d. Store location
5	Level 1	A messy apparel display at the store can lead to _____	a. Bad word of mouth b. Less work for associates c. Both a & b d. None of the above
6	Level 1	Good store layouts are classified into _____	a. Empty b. Blank c. Full and Inviting d. Colourful and bright
7	Level 2	Too many props will create _____	a. WOW factor b. cluttered look c. product centric feel d. confusion in the minds of associate.
8	Level 2	Why should clothes, while on display face towards the front of the store?	a. To maximise visibility from outside b. To minimise visibility from inside c. To increase visibility from the top d. None of the above
9	Level 2	Which of the following is very critical while setting up a VM display?	a. Signage display b. Safety measures c. Competition knowledge d. Design of the display
10	Level 2	Visual merchandising themes in an Indian apparel store is generally based on _____	a. Seasons & festivals b. Weather & climate c. Mood & feelings d. Lights & aroma
11	Level 2	Visual Merchandising can also be used to _____	a. Dictate the customer b. Educate the customer c. Classify the customer d. Passify the customer
12	Level 3	Merchandiser plays key role in _____	a. sourcing the product b. displaying the product c. dispatching the product d. designing the product
13	Level 3	Which tool helps in creating emphasis the most on a set of products in a VM display?	a. Colour b. Cloth c. Accessories d. Light
14	Level 3	What is layout with reference to visual merchandising?	a. Space planning b. Segmentation c. Fixture layout d. All of the above
15	Level 3	Dump table/ bins are most oftenly used in _____	a. Discount shares b. Hyper markets c. Pharmaceutical d. Departmental stores
16	Level 3	Store layouts are classified into:	a. Orid b. Race track c. Freeform d. All of the above
17	Level 3	Window display can represent _____	a. Style b. Content c. Price d. All of the above
18	Level 2	Which of the following factors need to be evaluated before setting up a visual merchandising (VM) display?	a. Whether the season is right to set up the VM display b. Whether the VM display has a theme behind it. c. Whether the place chosen for display is as per the design brief. d. Whether the VM display equipment and materials are available 1. I and IV 2. I, II, III and IV 3. I, II and III 4. I and III

19	Level 1	Which one of the following can be achieved through attractive product presentation?	<ul style="list-style-type: none"> a. Products can be kept away from the reach of customers to avoid damage b. Products can be kept away from children making them always look new c. Products can be safely locked to avoid in-store theft by customers and staff d. Products can be easily accessible to customers and appear well stacked.
20	Level 1	Which one of the following is one of the benefits of displaying merchandise in the store's outer windows?	<ul style="list-style-type: none"> a. Ensures that the windows are not left empty. b. Ensures that the windows look colourful. c. Provides information on sales promotions and products to customers. d. Provides information on sales promotion and products to employees.
21	Level 3	A newly launched product need to be promoted with special focus given to it. Which one of the following actions will help in creating a focus on that product?	<ul style="list-style-type: none"> a. Displaying all the colours of the product. b. Displaying the product by placing them adjacently c. Focussing lights on the product while maintaining contrast on surroundings d. Focussing lights on the accessories displayed surrounding that product.
22	Level 1	For republic day, there is a requirement to set up a thematic display on national integration. Which one of the following would be the best choice to set up this display?	<ul style="list-style-type: none"> a. Usage of the national flag's tri colours and patriotic music b. Usage of pictures of Kargil war in the display of products c. Usage of pictures of cricketers of the country in the display of products d. Usage of colours of Indian national army in the display of the products.
23	Level 1	A display of bath towels of different colours have to be set up. Which of the following arrangement would be the most suitable?	<ul style="list-style-type: none"> a. Folding and stacking on the shelf b. Hanging them horizontally along the wall. c. Hanging them vertically along the wall d. Folding and stacking on pallets
24	Level 2	Which one of the following can be showcased by displaying different colours of a same product?	<ul style="list-style-type: none"> a. Range b. Size c. Weight d. Numbers
25	Level 1	Which one of the following can help in setting up a display for Diwali festival in an apparel store?	<ul style="list-style-type: none"> a. Lights b. Sweets c. Idol of God d. Idol of Goddess
26	Level 1	Which of the following are the purposes of visual merchandising?	<ul style="list-style-type: none"> a. Attract customers b. Distract customers c. Differentiate products d. Differentiate the store <ol style="list-style-type: none"> 1. A and D 2. A, B, C and D 3. A, C and D 4. A and C
27	Level 1	What should be done if there is a leakage in a display containing tetra pack products of fruit juices?	<ul style="list-style-type: none"> a. Dismantle the display b. Create a new display theme c. Replace the leaking packets with a new one d. Place leaking packet after wiping the leakage
28	Level 1	Which one of the following prop is best suited for setting up visual merchandising display for men's formal wear in an apparel store?	<ul style="list-style-type: none"> a. Trolleys b. Jewellery c. Mannequin d. Camera
29	Level 2	Which of the following actions have to be taken whenever a gap is identified on the shelf?	<ul style="list-style-type: none"> a. Fill the gaps, level down or bring to front b. Filling gap is supervisor's work c. Inform department manager d. Inform store manager


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1	Level 1	Perimeter walls are good areas to display _____	a. Grocery, stationary and cutlery b. Jackets, sweatshirts and long coats c. Skirts, tunics and gowns d. Ethnic wears and home adornments
2	Level 2	What are called as personalised displays?	a. Display quickly done for a customer based on choice b. Display with the name of the customer c. Displays created with messages d. Displays created with specific designs
3	Level 3	What are 'carousels'?	a. Hangers b. Racks that move horizontally c. Racks that move circularly d. Shelves
4	Level 3	Which of the following is a fixture used for creating VM displays?	a. End caps b. Start caps c. Signage d. Facade
5	Level 2	Colour blocking in display may help products to _____	a. stand in b. look indifferent c. create an appeal d. create simple designs
6	Level 1	Which colours closely compliment a valentines day VM display?	a. Purple & yellow b. Red & pink c. Black & white d. Red & yellow
7	Level 1	What should one do to display a shirt having lots of creases?	a. Steam iron it b. Fold and iron it c. Display as it is d. Display behind a good one
8	Level 1	Which one of the following information has to be displayed along with the product on the shelf talkers?	a. Date of manufacturing b. Stocks available in the store c. Brand and price of the product d. Alternative product name.
9	Level 3	What is the type of merchandise grouping shown in the picture below known as? 	a. Focal point b. Symmetrical balance c. Asymmetrical balance d. Optical centre
10	Level 1	Which one of the following aspects has to be checked after carrying out a window display?	a. Proper focal point and lighting b. Proper focal point and window glass c. Focal point and store temperature d. Lighting and store temperature
11	Level 3	Sampat is working in an apparel discount store. He has to display accessories such as socks, gloves, hand kerchiefs, etc. Which of the following fixtures must he use to display them?	a. Bins and dump tables b. Glass windows c. Shelves on perimeter walls d. Shelves built on section partitions.
12	Level 1	What do the tags shown in the image indicate? 	a. Weight b. Height c. Size d. Volume
13	Level 3	What are the props used to display apparels that are shown in the picture below known as? 	a. Dolls b. Idols c. Mannequins d. Model idols
14	Level 1	Which one of the following is used to fold a shirt before displaying it?	a. Folding board b. Folding table c. Folding chair d. Folding hanger
15	Level 3	Which one of the following lighting arrangement is used to create a focal point or a focus on a particular product?	a. Spotlighting b. Floodlighting c. Pinpoint lighting d. Bright lighting

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1	Level 2	What should be done once the product is removed from the boxes?	<ul style="list-style-type: none"> a. Boxes should be removed immediately from sales area b. Boxes should be kept aside in the sales area c. Boxes should be placed near the sales area d. Boxes should be placed in any corner of the sales area
2	Level 3	When dismantling fixtures, one needs to _____	<ul style="list-style-type: none"> a. Comply with organisational health and safety requirements b. Attempt to protect the components of the display from being damaged c. Clean display sites and components using appropriate materials d. All of the above
3	Level 1	What is a prop?	<ul style="list-style-type: none"> a. A thing that compliments display of the product b. A free gift along with product displayed c. A bundled product for sales promotion d. Complimentary product that is not on sale
4	Level 3	Which one of the following refers to the layout of a store?	<ul style="list-style-type: none"> a. Size and shape of the store b. Space, fixtures and display area c. Customer waiting area d. Back store area
5	Level 1	Which one of the following is a method to ensure proper dismantling of fixtures while changing displays?	<ul style="list-style-type: none"> a. Identify the connecting slots and follow supervisor's instructions b. Use appropriate tools and follow supplier's instructions and dismantle c. Use hammer, cutting plier and screw drivers and dismantle them d. Identify the designated person and instruct him to dismantle.
6	Level 1	How will you ensure that dismantled fixtures and props are re-usable?	<ul style="list-style-type: none"> a. Pack the fixtures, label and store them safely at a designated place b. Pack the fixtures and transport them to the supplier's warehouse c. Do not dismantle them, always maintain the fixtures on the floor of the store d. Do not dismantle them, maintain them intact and store them in the back store.
7	Level 2	You have to change the window display and remove one fixture. From the following what is the right sequence to do so?	<ul style="list-style-type: none"> a. Move the props, pack & label them and place them in a designated area b. Move the displayed products to the back store c. Move the fixtures to a spacious area and dismantle them d. Pack the fixtures, label them and place them in the designated area <ol style="list-style-type: none"> 1. a, b, c, d 2. b, c, a, d 3. c, d, a, b 4. c, b, a, d
8	Level 1	Which of the following is one of the purposes of fixtures in the store?	<ul style="list-style-type: none"> a. Display store address b. Store and display the products c. Display store landline number d. Display store email address
9	Level 3	Fixtures are chosen based on _____	<ul style="list-style-type: none"> a. Store manager's choice b. Planogram c. Visual merchandiser's design d. Marketing manager's design
10	Level 1	This is a _____ type of fixture, which is convenient to display shoes, some apparels, etc. 	<ul style="list-style-type: none"> a. Short b. Perimeter/wall c. Shirt d. Trouser
11	Level 1	What is the fixture shown in the picture below commonly known as? 	<ul style="list-style-type: none"> a. Trendy rack b. Spiral rack c. Spinner rack d. Swing rack
12	Level 2	What are the fixtures shown in the below pictures known as? 	<ul style="list-style-type: none"> a. Plates b. Slats c. Mats d. Darts

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1	Level 1	What has to be done when the customer is asking for a product information which you are not aware of?	a. Provide the information after reading through the leaflets b. Ask a colleague to train you, then advise the customer c. Guide the customer to the right person who can provide information d. Express your inability politely to the customer
2	Level 2	What has to be done when a customer asks for a product which is not sold at the store?	a. Suggest a different store b. Suggest to speak to manager c. Suggest best alternative product d. Suggest to change his/her mind
3	Level 2	What is MRP, can you sell products above the marked MRP?	a. Maximum Retail Price, products can be sold above the MRP to make profits b. Minimum Retail Price, products can be sold above the MRP to make profits c. Market Reference Price, products cannot be sold above the MRP d. Maximum Retail Price, it is illegal to sell products above the MRP.
4	Level 3	What is the significance of 'Best before Date' mentioned on the packages of food products?	a. Date before which the product is suitable to consume b. Date before which the product must be sold c. Date before which the product must be unpacked d. Date before which the product must be disposed
5	Level 1	A store has discontinued a product which a customer had earlier used and wants to buy it again. How will you help such a customer?	a. Ask the customer to visit another store b. Suggest the best suitable alternative to the customer c. Inform the customer that the earlier product was not a good d. Inform the customer to locate an alternate option in the store.
6	Level 1	A customer wants details of warranty of a product. How will you handle this situation?	a. Tell the customer to have confidence in the store b. Tell the customer to go to the customer service desk c. Tell the customer that the manufacturer is responsible for warranty and not the store d. Tell the customer that warranty is provided by manufacturers and explain the details.
7	Level 2	How will you handle an angry customer who is unhappy with the quality of a product he has purchased and now wants a replacement?	a. Be calm and polite and accompany the customer to the customer service desk b. Be calm and polite and accompany the customer to the security desk c. Inform the customer to contact the supplier directly and provide the supplier's contacts d. Inform the customer that you were not present on the day the product was purchased.
8	Level 1	Which of the following customer information is critical to know before advising the customer about any product?	a. Name of the customer b. Needs of the customer c. Telephone number d. Residential status
9	Level 3	In which of the following situations will you refer the customers to other associates or authorities?	a. If you are busy talking to another associate b. If you are busy instructing the housekeeping c. If you are busy talking to another customer d. If you are busy stacking the products on the shelf
10	Level 2	What will you suggest when a customer asks you to recommend the best available brand of bread in your store?	a. Recommend the costliest bread available in the store b. Recommend the bread that is sold the most in the store c. Tell the customer that all brands are good and he can choose any of them. d. Tell the customer that the store does not stock any substandard quality bread
11	Level 1	A customer requests for blue colour formal shirts which is not available in the store. It is available at the nearest branch of the store in the men's section within 2km, but the associate informs the customer to go to the farthest branch of the store which is 9km away. Which of the following can be the reason for such a recommendation?	a. Incorrect behaviour b. Inappropriate timing c. To save customer's time and money d. Incorrect planning and information
12	Level 1	Mr. Kamal, a customer comes to the store and shouts angrily at the associate due to a faulty microwave which was delivered yesterday at the sales counter. The associate is responsible for delivery. Which one of the following is the most appropriate way to respond to the angry customer?	a. Speak in the same tone as the customer because it is the mistake of the manufacturer b. Apologize, direct the customer to customer service desk and arrange for an exchange c. Call up the manufacturer and abuse in front of the customer d. Call the supervisor and refer the customer and the complaint to him.

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1	Level 1	What has to be done if the customer is unwilling to join loyalty scheme?	a. Request him to speak to your manager b. Try to persuade again c. Handover application form, request them to consider it in the future d. Handover application form, request them to fill it immediately
2	Level 1	What is important to know before approaching a customer for enrolment in the loyalty scheme?	a. features and benefits of the loyalty scheme b. customers name and income c. what car the customer drives d. customers place of residence
3	Level 1	How do one comes to know that the customer is interested in the loyalty scheme?	a. When he asks you questions about the scheme's benefits b. When he pays the membership fee c. When he politely says, "maybe next time my friend" d. When he fills the application form
4	Level 1	How else does the Loyalty schemes promotion benefit the company?	a. Helps to learn the customer's buying behaviour b. Helps in creating repeat customers c. Reduces inventory maintenance cost d. Both a & b
5	Level 2	Who should fill the loyalty application form?	a. Associate b. Cashier c. Customer d. Supervisor
6	Level 1	A customer is loyal:	a. in case he visits your store and no other store ever again b. in case he ever comes back a second time c. in case the customer frequently comes back to the store even though he may visit other stores at times
7	Level 1	Loyalty benefit schemes are the only reason a customer may come back to a store:	a. True b. False c. Mostly
8	Level 2	Which of the following aspects of loyalty schemes help the most in brand building?	a. Word of mouth b. Network marketing c. Due to discounts d. Due to popularity
9	Level 2	Which of the following is one of the best way to get customers to join the loyalty program? :	a. Through announcements b. Through company website c. By explaining benefits of the scheme to customers d. By asking questions to the customers
10	Level 1	What is customer loyalty programme?	a. Scheme to reward loyal customers b. Scheme to acquire customers from competitors c. Scheme to compel customers to buy more d. Scheme to provide special treatment for select customers
11	Level 2	To whom can you offer loyalty programme membership?	a. To loyal customers b. To first time customers c. To every customer d. To store staff members
12	Level 2	What is loyalty point redemption?	a. Conversion of reward points to monetary value and adjusting it against bills b. Conversion of reward points to monetary value and obtaining cash reward c. Conversion of reward points into holiday packages d. Conversion of reward points into gift vouchers
13	Level 2	Which one of the following customer must ideally be approached first for enrolment into the loyalty scheme?	a. A customer who is parking his car b. A customer who is entering the store c. A customer who is withdrawing his car from the parking d. A customer who is waiting for his turn to bill products
14	Level 3	In a loyalty scheme, every Rs 1000/- billed will earn 50 points, each point is equal to Re 1/-. If a loyalty card holder bills Rs 5000/-, what will be the total points credited into the customers loyalty account?	a. Rs 25 b. Rs 50 c. Rs 250 d. Rs 500
15	Level 2	Which of the following are also the alternate names for customer loyalty schemes?	a. Customer rewards program b. Frequent shoppers program c. Rewards program d. Student membership program 1. A, B and C 2. A, B, and D 3. A, C and D 4. A, C and D
16	Level 1	Which one of the following is a key purpose of loyalty programs?	a. To encourage the customers to purchase frequently b. To encourage customers to visit the store frequently c. To provide ease of shopping d. To provide ease of billing
17	Level 2	Which one of the following is a benefit that is most commonly provided to the customer out of loyalty programs?	a. Free air tickets b. Redeemable points c. Holiday package d. Gift hampers
18	Level 1	Which one of the following is a key data component about the customer that needs to be entered in customer loyalty enrolment form?	a. Number of the identity card b. Name, address and phone number c. Proof of employment d. Salary details



19	Level 3	In a loyalty scheme, every Rs 1000/- billed in a single visit will earn 50 points, and every additional Rs 300 billed over and above Rs 1000 will add up another 25 points. If a customer who is a loyalty card member bills Rs 2500 in a single visit, how many points will be accumulated in his account?	a. 175 b. 100 c. 125 d. 225
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1	Level 1	Which one of the following can be the impact of an unhygienic store?	a. Increase in the outbreak of diseases b. Increase in customer footfalls c. Increase in the stocks at the store d. Increase in customer's immunity
2	Level 1	Which one of the following should be initiated if unused excess stocks is noticed lying on the aisle of the store?	a. Arrange to display them wherever there is space in the store b. Arrange to dump them and record it in dump report c. Arrange to move them to the store room or the back store d. Arrange to move them to the staff room, to quickly bring them back
3	Level 2	Which of the following are components of maintaining personal hygiene?	a. Applying make-up to appear fresh b. Using mouth fresheners to avoid bad breath c. Wearing a hat or a hair cap during interaction with customers d. Bathing, neat clean hair, hand wash, brushing teeth, no body odour
4	Level 1	A store staff while trying to dispose waste and garbage from the sales floor accidentally spills it on a customer. The customer gets angry and walks out saying he will never visit the store again. Which one of the following actions would have avoided this incident?	a. Following the path designated to dispose garbage b. Making an announcement before disposal c. Taking a path where there are no customers present d. Moving waste and garbage only after customer hours or end of the day.
5	Level 1	Due to manual load movement, an associate has developed body odour due to sweating. His uniform has also become dirty. He notices customers are uncomfortable to interact with him. As an associate, how will you deal with such a situation?	a. Avoid such strenuous work and situations b. Ask some other associate to move the stock c. Wear apron to protect clothes and wash off sweat after work d. Do not interact with customers in such a situation.
6	Level 2	How will you safely remove and dump food products which have crossed their best before date and which are not good for consumption?	a. Check for best before date, allow store staff to consume product instead of dumping it b. Check for best before date, leave them on shelf, customer might not notice the date c. Check for best before date, separate such products, dispose them as per store procedure d. Check for best before date and arrange to sell them at a marked down price as an offer.
7	Level 1	Which one of the following task is carried out every day to keep the sales floor neat and clean?	a. Dusting of shelves in staff room b. Cleaning of the goods receiving bay c. Dusting of shelves and products used for display d. Cleaning of shelves and products used for storage
8	Level 2	Which of the following are the reasons to carry out the housekeeping activities in the store?	a. To ensure that the rules, policies and regulations of the store are followed without fail b. To ensure the safety of the customers while they are in the store premises c. To ensure that ambience of the store is pleasant and provides a good shopping experience d. To ensure that the shopping trolleys and baskets are clean and accessible to customers 1. B and C 2. B 3. B, C and D 4. A and C
9	Level 1	Which one of the following is the reason for periodically conducting planned pest control activity in the store?	a. To purify the air and the in-store environment b. To purify the products that are affected by pests c. To clear rodents, cockroaches and other pests d. To clear the products that are affected by pests
10	Level 2	Which of the following items is used to ensure hygiene while serving food to the customers?	a. Plastic plates b. Plastic gloves c. Plastic bowls d. Plastic chopsticks
11	Level 1	What does the following image signify with respect to personal grooming guidelines? 	a. Neatly cut and comb the hairs b. Neatly cut comb must be used c. Use comb and scissors to cut hairs. d. Keep scissors and comb in the pocket

12	Level 1	A customer complains that air conditioner is emitting a foul smell that is making the store smell bad. Which of the following actions should be taken?	<ul style="list-style-type: none">a. Arrange to spray air freshener wherever there is a bad smellb. Arrange to raise the same complaint to the housekeeping departmentc. Put off the AC and arrange to fix up an alternate air conditionerd. Put off the AC and inform the store manager about the incident
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Sr No	Level	Questions	Answer Options
1	Level 1	What protective clothing one should use to avoid accidents?	a. safety vests b. Work Gloves c. Safety Shoes d. All of the above
2	Level 2	Security tag if placed correctly helps in _____	a. Minimizing shoplifting b. Proper inventory control c. Proper safety control
3	Level 2	How staff theft can be avoided at billing counters?	a. By issuing debit notes b. By redeeming cash coupons c. By issuing receipts for every goods purchased d. By using credit cards only for payment
4	Level 2	How bagging can take care of theft?	a. By bagging stuff properly b. By bagging things differently c. Every bag should be stapled closed, with the sale receipt attached.
5	Level 1	What is meant by 'known loss prevention' in retail stores?	a. Avoiding loss of sales due to unnecessary discounts b. Avoiding theft of products by customers and store staff c. Avoiding loss due to expiry and damage of the products d. Avoiding loss due to non-availability of stocks at the store
6	Level 3	What is a security tag?	a. A tag which triggers the alarm, if not removed, while taking products out of the store b. A tag which provides information about the cost to the billing system c. A tag that has to be removed by the security personnel while exiting the store d. A tag that is used for recording the total count of stock in the store
7	Level 1	If you observe a customer tampering with the security tag and having wrong intentions, what will you do?	a. Ignore as it may disturb other customers b. Notify the police control room c. Inform the store manager, the security and report the incident d. Call the security personnel and handover the customer
8	Level 3	You notice one of your store staff throwing good saleable stock into the dump. What will you do?	a. Ignore the activity as the member is your friend b. Inform the store manager, in confidence, about the incident c. Tell the member not to do so d. Wait for the security to take action.
9	Level 1	Which one of the following departments secures and protects the store?	a. Housekeeping and administration b. Membership and customer service c. Loss prevention or security d. Human resources and administration
10	Level 3	Which of the following can be the causes for losses due to shrinkage in product stock and profits in the store?	a. Rain and lightning b. Employee theft and vendor theft c. Improper wet and dry mopping d. Fraud, shoplifting and accounting errors 1. B and C 2. A and D 3. B and D 4. A and C
11	Level 3	Which one of the following columns in a report will record the losses due to breakage of damage of products?	a. Unknown loss b. Known loss c. Damage loss d. Created loss
12	Level 1	You notice that a customer carries a new unbilled trouser out of the store premises and the security equipment installed at the exit did not beep or notify. Which one of the following can be the reason?	a. Trouser might be a free product b. Security tag may not be fixed c. Customer is cashier's friend d. Security guard is not alert

Sr No	Level	Questions	Answer Options
1	Level 1	Which of the following is a correct way of moving heavy items?	a. By using trolleys b. By dragging on the floor c. By lifting them on the back d. By using pulley
2	Level 1	Which of the following is considered as waste material?	a. Packing material after removal of product b. Clothes lying in the trial room c. Food items stored in the chiller d. Empty hangers after the sale of clother
3	Level 1	What kind of safety risks can spillages pose?	a. Electrical hazard b. Fire hazard c. Chemical hazard d. Slipping hazard
4	Level 1	Which is the display area that needs to be cleaned frequently?	a. Store rooms b. Bottom shelves where heavy items are placed c. Display areas at the level between the shoulder and knees d. Cloak rooms
5	Level 1	Why is it important to check whether equipment is safe for use before starting to use it?	a. To avoid any accidents b. To avoid cleaning c. To follow govt regulation d. To follow processes
6	Level 1	Which of the following can be classified as personal hygiene?	a. Brushing teeth b. Cleaning façade c. Brushing window curtains d. Cleaning of the shelves
7	Level 1	Which of the following should always be kept at the store as a precautionary measure ?	a. Safety harness b. Safety whistle c. First aid box d. Telephonic alarm
8	Level 1	What should one use to reach items stored at hieght in the store?	a. Rope b. Stool c. Hanging ladder d. Step ladder
9	Level 1	Which of the following are the personal protective equipment?	a. Safety vest and shoes b. Disposable gloves and aprons c. Disposable head gear or caps d. All of the above
10	Level 2	Which of the following action has to be taken in case of a fire break?	a. Press the fire alarm b. Fight the fire c. Move out of the store immediately d. Ensure that the escalators are switched off.
11	Level 2	Which of the following must be ensured to maintain personal hygiene at the bakery?	a. Wear hand gloves & kitchen cap b. Wash the shelves & serving spoons c. Clear the clutter on the serving table d. Clean the microwave oven
12	Level 2	Which is one of the way to reduce the risk of spillage?	a. Ensure that the seal of the products are intact b. Transport them in a airtight trolley always c. Do not display the products above 3 feet on the shelf d. Do not place the products one beside another
13	Level 1	Who has to be contacted if there is an issue with cleanliness on the sales floor>	a. Security guard b. Floor supervisor c. House keeping staff d. Loss prevention manager
14	Level 1	What is the first thing you should do before manual lifting?	a. Check if you are able to lift the item, else seek help b. Lifts the item and then call for help if unable to lift c. Pull the item with the help of a strong rope d. Push the item with your hands as much as you can.
15	Level 1	Which one of the following is a method of manually lifting loads?	a. Keep legs close, bend over the product and then lift it b. Keep legs spread, bend over the product and then lift it c. Keep legs spread, back straight, bend on your knee and lift it d. Keep legs close, lift load up to chest level and then proceed
16	Level 2	If the shop floor is wet or slippery, which one of the following would you do to avoid accidents?	a. Inform the store loss prevention team b. Cordon off the area and place a caution sign c. Allow the floor to dry on its own d. Wait at the site and alert customers.
17	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?	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
18	Level 1	If you are on the roaster for conducting safety inspection of the store, which of the following would you choose to ensure customer safety?	a. Ensure that every customer is informed about the store safety at the entry gate b. Ensure that appropriate safety signboards are displayed at every designated place c. Keep customers informed by distributing a copy of safety guidelines of the store d. Share a disclaimer stating that the store is not responsible for any accidents that occur.
19	Level 2	During a season's sale, the security alarm turns on. Which of the following is one of the actions would you take?	a. Manage to exit from the store through the emergency door b. Identify the reason that triggered the security alarm c. Rush towards the security alarm switch and turn it off d. Stay calm and request customers not to panic.

20	Level 2	Which of the following hazards are prone to occur in a store?	<p>a. Electrical hazards, housekeeping and storage hazards b. Electronic equipment hazard c. Electromagnetic hazard d. Entry and exit hazards, fire and material handling hazards</p> <p>1. A and B 2. C and D 3. B and C 4. A and D</p>
21	Level 1	Which of the following can be the reasons for accidents inside a store?	<p>a. Slippery, greasy and dirty surfaces in the non-veg section. b. Excess load placed on a trolley in the non-veg section c. Defrosting of a bottle cooler or the freezer d. Storing of packed meat in the deep freezer</p> <p>1. A and C 2. A and D 3. B and D 4. A and B</p>
22	Level 1	Which of the following will be a part of preplanning to handle the emergency situations successfully?	<p>A. Creating a team to inform employees to protect themselves during emergency situations. B. Creating a team to spread awareness on personal safety within the premises of the store. C. Conducting trainings to provide first aid to the injured during emergencies D. Conducting trainings to carry out routine checks and fire drills as per process</p> <p>1. A and B 2. C and D 3. A 4. D</p>
23	Level 2	<p>What does the following image depict?</p> 	<p>a. Food being served by nurses in hospitals b. Bakery exhibition organised in a store c. Safe food served in a hygienic manner d. Two models modelling for bakery products</p>
24	Level 1	<p>What does the following image depict?</p> 	<p>a. Someone trying to steal from the carton box b. Safely cutting open a box using the box-cutter c. A straight line being drawn on a visual merchandising material d. A safety symbol being drawn on a carton box to guide the users</p>

Sr No	Level	Questions	Answer Options
1	Level 3	Which one of the these is a non verbal communication?	a. Gestures b. Speech c. Announcements d. Training session
2	Level 1	Which of the following does not send a positive message to a customer while entering a shop floor?	a. Greeting the customer at the entrance b. Understanding the need of the customer c. Assisting the customer to the right product d. <u>Passing by the customer without greeting</u>
3	Level 1	Which of the following is not a proper behaviour while responding to the customer?	a. Probing to understand the need b. Nodding your head while listening c. Answering with a smile d. <u>Answering rudely to the customer</u>
4	Level 2	What characteristic could hamper an employee's self image in the mind of the customer?	a. Confidence b. Assertiveness c. Impatience d. Persistence
5	Level 1	Identify the activities to be avoided.	a. Stalking or leering the customer b. Eating chewing gum on sales floor c. Picking the nose, cleaning ears d. <u>All of the above</u>
6	Level 2	Which of the following factors affect the image of the store adversely?	a. Morning meeting b. Standing in a group and chatting with colleagues c. Huddling and discussing plans with the manager d. <u>Day end meeting</u>
7	Level 2	Once you receive complaint from the customer you should commit to the customer that you will resolve the complaint.	a. Within one hour b. Within 24 hours c. Depending on the nature of complaint d. <u>Do not commit anything</u>
8	Level 3	Which of the following is a right response for a query of a customer if you do not know the answer?	a. Provide any response that seems suitable b. Let them know that you don't know c. Seek time to find out correct answer and let them know d. <u>Pass on the responsibility to your manager</u>
9	Level 2	Which one of the following an associate supposed to do when they interact with customers for the first time in the store premises?	a. Ask what they want to purchase b. Wait for the customer to speak first c. Greet customer with enthusiasm and a smile d. Guide the customer to the floor supervisor
10	Level 3	Which one of the following is the reason why customers visit the store frequently?	a. Quality of service, products and value for money b. Low price, discounts and offers consistently c. No other store in the same vicinity d. <u>Large parking and aisle space</u>
11	Level 2	Why is it important for an associate to interact with customers and help them?	a. Helps the store to sell more b. Builds a good image and rapport c. Not important in modern retail d. The associate is paid to do it
12	Level 3	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
13	Level 3	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
14	Level 2	A customer accidentally drops products arranged on the shelf. How will you react in such situation?	a. Tell the customer that the display was arranged with great difficulty b. Ask the customer to help you in rearranging the products c. Ensure customer safety and do not make him feel guilty d. Ignore the customer as he might rearrange the products
15	Level 2	An old customer is unable to lift the shopping basket and seems to be struggling with it. What will you do to make customer comfortable?	a. Tell the customer to carry only limited weight as he is already aged b. Ask the customer to make frequent visits instead of shopping in bulk c. Ask the customer to always be accompanied with younger people d. Offer to help the customer by offering him a wheeled trolley
16	Level 3	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.
17	Level 1	Which one of the following actions is most suitable when an associate is not able to respond to the queries of the customer?	a. Ask the customer to visit the store later some time b. Tell the customer that he would be called up later c. Refer the customer's queries to the supervisor d. Divert the customer by digressing from the topic
18	Level 1	With whom is an associate expected to behave politely and courteously within the store?	a. Customers b. Everyone c. Store manager d. All the managers
19	Level 1	Why is it necessary to be enthusiastic while greeting and welcoming a customer?	a. Enthusiasm conveys to the customer that they are being attended to properly b. Enthusiasm conveys to the manager that you are doing your work properly c. Enthusiasm conveys to the customer that you are not cheating them d. Enthusiasm conveys to the manager that you are attending to the customer

20	Level 2	Which of the following actions helps in building confidence in the minds of the customers immediately after being welcomed into the store?	<ul style="list-style-type: none"> a. Presenting the best available products immediately after greeting b. Taking the customer around the store and showing them the range of products c. Listening attentively to the customer's queries to come up with solutions to suggest d. Introducing the customer to the store manager in order to build a good relationship
21	Level 3	An 80-year old senior citizen who is a loyal customer of the store near his house enters to buy some biscuits for his grandchildren. The stock is not available on the sales floor. Which of the following steps are to be followed by a trainee associate?	<ul style="list-style-type: none"> A. Offer him a seat and take his requirements B. It is peak hours and assume that he will find his way C. Find out if the stock is at the backroom and offer D. After billing escort him to the exit of the store <ul style="list-style-type: none"> 1. A, B and C 2. B, C and D 3. D, A and C 4. A, C and D
22	Level 1	Ms. Ragini requests an associate to assist her in locating a few grocery products. Which one of the following behaviour is expected of a trainee associate?	<ul style="list-style-type: none"> a. Assist the customer by handing over your work to another associate b. Request the customer to wait till you complete your work c. Request the customer to ask somebody else as you are busy d. Let the customer know that they have to pick the products themselves
23	Level 1	A customer walks into an apparel store which is of the size of 50,000 sq ft and asks a trainee associate to tell him where the kid's section is located. Which one of the following is the most suitable action in response to the customer's query?	<ul style="list-style-type: none"> a. Show the customer the directions to the kid's section. b. Ask the customer to follow the direction boards put up c. Take the customer along to the kid's section d. Let the customer find his own way to the kid's section.

Sr No	Level	Questions	Answer Options
1	Level 1	Which one of the these communication types is most important?	a. Listening b. Speaking c. Gestures d. All the above
2	Level 1	Which of the following will not help in building trust?	a. Keeping feelings to self b. Maintain confidentiality c. Helping others proactively d. Sharing competition information
3	Level 3	Which characteristic of a high performance team helps in producing the best results?	1. Openness b. Loyalty c. Trust d. Reliability a. 1, 2 b. 1,2,4 c. 1,2,3,4 d. 3,4
4	Level 1	What one of the following should not be a quality for team members to work cohesively?	a. Communicate effectively b. Support different views c. Blaming others d. Getting involved
5	Level 1	Which of the following behaviour should a team member avoid?	a. Accomadative b. Assertive c. Empathetic d. Aggression
6	Level 1	Who among the following is the right person to seek feedback about your performance?	a. Immediate supervisor b. Colleagues of other departments c. Regular customer d. Loyalty card member
7	Level 2	When a colleague asks for your assistance while you are busy, you will _____	a. acknowledge and tell that you will help in sometime b. escalate it to supervisor saying that he does not work c. ask him to seek the help from someone else d. deny the help as this might become a habit
8	Level 3	Which of the following is not advisable while working together in a team?	a. Asking for help to complete work assigned b. Appreciating good products of a competitor c. Appreciating team mates for helping each other d. Expecting others to complete your work too
9	Level 2	Which of the following behaviour makes one lose respect in the eyes of team mates?	a. Being cost concious b. Being anti corrupt c. Being abusive d. Being calculative
10	Level 3	Which of the following characteristic does not show professionalism in the employee's attitude?	a. Being friendly with everyone b. Attending all the meetings c. Always appreciating the supervisor to gain his attention d. Always appreciating the efforts of the team members
11	Level 2	As a trainee sales associate, one needs to be _____	a. open and enthusiastic to learn new things b. excited to serve customers c. dedicated and perseverant d. All of the above
12	Level 2	Which one of the following is not a benefit of the team?	a. Happier customers b. Increased productivity c. Happier moments at work d. Increase in competition
13	Level 3	Which of the following does not define a team's characteristics?	a. Providing feedbacks to eachother b. A group of people allways working late c. Willingness to take calculated risks at work d. Stepping up to lend help to other teams
14	Level 2	When a member is not clear of his/her role, he/she should _____	a. get his/her role defined by his immediate supervisor b. understand his/her role from other colleagues c. wait for someone to help out d. begin to work by following the colleague
15	Level 2	One of your colleague is very good with functional work but not good with people management, you will _____	a. Escalate it to supervisor b. Reccommend trainings c. Reccommend resignation d. Provide feedbacks
16	Level 2	Which of the following behaviour demonstrates bullying act against team members?	a. Assigning work in the absence of supervisor b. Assisting the team members who are not trained c. Criticising the policies of the company d. Criticising the non performing team member
17	Level 3	You have an appointment with doctor and your manager gives a work to complete before leaving for the day. How would you deal with the situation?	a. You will inform the manager and not take up the work b. You will inform the manager and ask for other options c. You will seek help from one of your colleagues d. Both a and b

18	Level 1	Which one of the following best describes the standard operating procedures of a store?	<ul style="list-style-type: none"> a. Guidelines to conduct all the operations of the store b. Guidelines to operate all the equipment at the store c. Procedures stating how to operate the billing system d. Procedures stating how to count the stock at the stores
19	Level 1	Which one of the following is a benefit of working in a team?	<ul style="list-style-type: none"> a. One can get their work done by others b. One can achieve targets collectively c. One can work causally as there is a support from others d. One can share the incentives even though they contribute less.
20	Level 1	Which one of the following is an advantage of the job roster?	<ul style="list-style-type: none"> a. One can plan to pay salary and wages in advance b. One can plan home deliveries in advance c. One can plan their holidays and leaves in advance d. One can plan the distribution of work in advance
21	Level 2	During business hours of a store, which one of the following can one seek from a colleague?	<ul style="list-style-type: none"> a. Monetary assistance b. Assistance to stack products c. Maintenance of personal hygiene d. Borrowing uniforms when necessary.
22	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?	<ul style="list-style-type: none"> 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.
23	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?	<ul style="list-style-type: none"> 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.
24	Level 1	A colleague is busy handling a customer when another customer approaches him for assistance. You are standing idle in your aisle. What will you do?	<ul style="list-style-type: none"> a. Greet the customer and ask if you may be of any assistance to him b. Greet the customer, request the customer to wait till the first customer is attended to c. Ignore the customer because the customer has not visited your aisle d. Wait for the customer to look at you and ask for assistance.
25	Level 2	A customer is shouting at an associate. Which one of the following actions will you take?	<ul style="list-style-type: none"> 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
26	Level 1	HR, loss prevention, receiving, audit, housekeeping, security and accounts are the departments in a store. Which one of the following is an associate expected to know about these departments?	<ul style="list-style-type: none"> a. Functions of the department b. Processes of each department c. Reimbursement policies d. Hiring policies
27	Level 1	With whom among the following does the sales associate interact during the business hours in the store?	<ul style="list-style-type: none"> a. Colleagues, customer and vendors b. Friends, family and relatives c. Grocery store owners d. Competition stores
28	Level 1	Which of the following is a characteristic of negative attitude?	<ul style="list-style-type: none"> a. Being confident b. Being optimistic c. Blaming the environment. d. Learning from mistakes
29	Level 2	Which one of the following should be your response when you receive any critical and confidential information from a junior associate?	<ul style="list-style-type: none"> a. Ask him to keep it to himself and do not share it further b. Take a note of the information and act as per the store policy c. Ignore the information as he is a junior in the system d. Treat it as an improper behaviour and escalate it to authorities
30	Level 1	Which one of the following reports needs to be provided frequently by a trainee associate to the supervisors?	<ul style="list-style-type: none"> a. Yearly b. Weekly c. Daily d. Monthly
31	Level 1	A trainee associate had earlier refused to help you during the stacking process. He is now seeking your help to hold the ladder for him while he stacks the products on the high lying shelves. How will you respond to this request?	<ul style="list-style-type: none"> a. Tell him you will not be able to help him as he had not helped you earlier b. Tell him that you have got other work to do and he may ask someone else c. Help him but make him realise that you helped him despite he not helping you d. Help him and let him know that he can seek your help in future occasions too
32	Level 1	A trainee executive is in between a task of stacking 500 bars of washing soap in the allotted shelves. It is estimated that this will take an extra hour even after the store closes for the day at 9:00pm. Which one of the following would be the most suitable action in this situation?	<ul style="list-style-type: none"> a. Complete the task next day b. Complete the task and then leave c. Seek help from the supervisor d. Seek help from another associate

33	Level 2	Which one of the following is the most appropriate reason to work as a team?	a. To form an employee union b. To fight for employee rights c. To share the work load d. To depict that all are united
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Viva Questions	
1	If you work in the retail industry, it is almost inevitable that you will have to deal with an irate customer at some point. What you should do to avoid arguments?
2	If you think you've been exposed to infection while examining the housekeeping of store what you should do to avoid major illness?
3	List the phrases you should avoid when dealing with the customers
4	List the phrases that would help you connect with the customer better.
5	How should you deal or communicate with an angry customer?
6	As a sales associate, which of the following are your workplace health and safety rights?
7	How will you attempt to do a cross selling to a customer who has bought a Mobile phone
8	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?
9	An associate was unable to display the cornflakes packet as the height of the shelf was smaller than the height of the packet. State any TWO reasons for the same?
10	Which prop is best suited for setting up visual merchandising display for men's formal wear in an apparel store?
11	What actions have to be taken whenever a gap between the products is identified on the shelf?
12	How will you carry out the steps of setting up a Visual merchandising display in a Section or a window of the store?
13	What will you suggest when a customer asks you to recommend the best available brand of bread in your store?
14	A trainee associate had earlier refused to help you during the stacking process. He is now seeking your help to hold the ladder for him while he stacks the products on the high lying shelves. How will you respond to this request and why?
15	How should you respond to questions or objections of the customers