





Sl no	NOS	Performance Criteria	Marks	Question Type	Difficulty level	Question	Option - 1	Option - 2	Option - 3	Option - 4	Correct Answer
1	RAS/N0606: Facilitate acquisition of secondary sales orders	PC1. Create distributor wise target plan for the assigned territory based on <u>opportunity &amp; potential</u>	1	DC	D1	What is the primary objective of guiding distributor salespeople in creating route-wise and beat-wise periodic sales targets?	Reduce Inventory	Enhance Customer Engagement	Increase Secondary Sales	Streamline Logistics	3
	RAS/N0606: Facilitate acquisition of secondary sales orders	PC2. Facilitate the creation of an efficient route /and beat plan for distributor salespeople									
	RAS/N0606: Facilitate acquisition of secondary sales orders	PC3. Guide Distributor Salespeople in creating route wise & beat wise periodic sales targets									
2	RAS/N0606: Facilitate acquisition of secondary sales orders	PC4. Create a monthly Permanent Journey Plan (PJP) for self to visit the	2	FIB	D2	Creating a monthly Permanent Journey Plan (PJP) enables salespeople to systematically visit their territory based on established _____.	Targets	Priorities	Schedules	Routes	2
	RAS/N0606: Facilitate acquisition of secondary sales orders	PC5. Ensure adherence to PJP, beat plans and thus optimal coverage of outlets using ABC category prioritization matrix for self and Distributor salespeople									
	RAS/N0606: Facilitate acquisition of secondary sales orders	PC6. Ensure that the distributor salespeople increase the market-share through increasing the coverage, number of outlets and the availability of the products therein									
3	RAS/N0606: Facilitate acquisition of secondary sales orders	PC7. Conduct Gate meetings, ensure objectives are communicated and reviewed with the Distributor Salespeople at <u>appropriate intervals</u>	2	DC	D2	What do Gate meetings primarily achieve?	Training	Feedback	Alignment	Promotion	3
	RAS/N0606: Facilitate acquisition of secondary sales orders	PC8. Provide action plan to the distributor salespeople to achieve sales targets									
4	RAS/N0606: Facilitate acquisition of secondary sales orders	PC9. Visit key accounts and the territory as per the beat plan and follow the steps of the sales call	3	SCB	D3	During a routine visit to a retail outlet, you notice that the Point of Purchase (POP) materials for your brand are not prominently displayed, and some SKUs are out of stock. The distributor salesperson informs you that the POP materials were delivered to the outlet last month, but the retailer has not set them up. What action should you take to ensure compliance with PC11?	Replace the missing SKUs immediately	Ask the distributor salesperson to follow up with the retailer	Provide additional POP materials to the outlet	Conduct a training session for the retailer on proper display and stocking procedures	4
	RAS/N0606: Facilitate acquisition of secondary sales orders	PC10. Plan and monitor growth by Range Selling, EGO (effective coverage outlets), TLS (Total lines sold) ND (Numeric Distribution) SAH									
	RAS/N0606: Facilitate acquisition of secondary sales orders	PC11. Monitor the usage of POP (Point of Purchase material) and other merchandising material and ensure visibility and availability of the SKUs at the <u>retail outlets</u>									
5	RAS/N0606: Facilitate acquisition of secondary sales orders	PC12. Check & ensure proper pass-through of company supported trade & consumer offers	3	SCB	D3	You are training a new distributor salesperson on making effective sales calls. They ask for guidance on the most critical step to focus on during a sales call. What would you advise them to prioritize?	Building rapport with the retailer	Highlighting product features and benefits	Handling objections and closing the sale	Conducting a thorough needs assessment	4
	RAS/N0606: Facilitate acquisition of secondary sales orders	PC18. Plan & monitor effective use of trade funds / budgets allocated to the territory									
	RAS/N0606: Facilitate acquisition of secondary sales orders	PC19. Train the distributor salespeople on the products and offerings of the company PC20. Provide up-to-date knowledge on channel wise, category wise, outlet type wise schemes PC21. <u>Coach the team on</u>									
6			1	FIB	D1	PC1 involves procuring orders from the	Primary Sales	Secondary Sales	Territory Sales	Distributor Sales	1

	RAS/N0607: Manage operations at distributor point	PC1. Procure orders from distributor in line with secondary sales achievements to meet the primary sales targets of the territory				distributor that align with secondary sales achievements to meet the _____ targets of the territory					
7	RAS/N0607: Manage operations at distributor point	PC2. Follow-up with the distributor to ensure in time delivery of the order, review cancellations / part – deliveries and returns PC3. Facilitate order fulfillment by the company PC4. Reconcile the receivables and payments of the distributors towards the company PC5. Collect payments against the orders from the distributor as per organisation policy PC6. Facilitate timely payouts to distributors from the company on their receivables PC7. Monitor ROI of the distributor, provide plans to PC8. Resolve the grievances of the distributor related to payments, processes and	2	DC	D2	How should payments against orders from the distributor be collected?	Flexibly	Promptly	Monthly	Policy	4
8	RAS/N0607: Manage operations at distributor point	PC11. Ensure accurate and timely settlement of financial claims for the distributors PC12. Ensure allocation of promotional stocks in adequate quantities	2	CS	D2	Here's a draft chronological sequence question: PC13 involves designing incentive schemes for distributor salesmen. What is the correct sequence of steps to ensure effective implementation?	Disbursal of incentives, Design incentive schemes, Communication to salesmen	Design incentive schemes, Communication to salesmen, Tracking performance, Disbursal of incentives	Communication to salesmen, Design incentive schemes, Tracking performance, Disbursal of incentives	Tracking performance, Design incentive schemes, Disbursal of incentives, Communication to salesmen	2
	RAS/N0607: Manage operations at distributor point	PC13. Design incentive schemes for distributor salesmen and ensure timely and accurate disbursal									
9	RAS/N0607: Manage operations at distributor point	PC14. Ensure that the distributor is aware of the escalation matrix of the company	3	SCB	D3	A distributor salesperson contacts you, frustrated about a delayed shipment. They mention that they have been trying to resolve the issue for days, but no one is responding. What should you do to address the situation and align with PC14?	Escalate the issue directly to the highest authority	Ask the salesperson to follow the standard complaint procedure	Inform the salesperson about the escalation matrix and guide them on the next steps	Resolve the issue yourself to maintain a good relationship with the distributor	3
	RAS/N0607: Manage operations at distributor point	PC15. Monitor distributor performance on market coverage and ensure effective market coverage PC16. Ensure that the									
10	RAS/N0607: Manage operations at distributor point	PC17. Facilitate rewards to the distributors as per the reward and recognition policies of the company PC18. Monitor the credit limits of the distributor and	3	SCB	D3	Your distributor, "ABC Distributors", has achieved 150% of their quarterly sales target. The company's reward and recognition policy states that distributors achieving 150% of their target will receive a bonus of 5% on their total sales value. What action should you take to facilitate	Send a congratulatory letter to ABC Distributors and provide a 3% bonus	Calculate the 5% bonus on total sales value and process the payment to ABC Distributors	Request ABC distributors to submit a claim for the bonus	Provide additional sales support to ABC Distributors to help them achieve further growth	2
11	RAS/N0608: Manage modern trade	PC1. Visit modern retail stores as per the PJP and beat plan PC2. Liaise with merchandising team, category management team, store managers, department managers to implement	1	DC	D1	What is the primary objective of liaising with various teams in PC2?	Sales	Profit	Alignment	Growth	3
12	RAS/N0608: Manage modern trade	PC4. Translate planogram objectives into store-level implementation	2	CS	D2	Here's a draft chronological sequence question: What is the correct sequence of steps to translate planogram objectives	Implement planogram, Monitor compliance, Develop planogram	Develop planogram strategy, Communicate to store teams,	Communicate to store teams, Develop planogram strategy,	Monitor compliance, Implement planogram, Develop planogram	2

	RAS/N0608: Manage modern trade	PC5. Appoint, train & coach and review In-Store Promoters, Merchandisers				into store-level implementation?	strategy, Communicate to store teams	Implement planogram, Monitor compliance	Monitor compliance, Implement planogram	strategy, Communicate to store teams	
13	RAS/N0608: Manage modern trade	PC6. Equip team with right capabilities, skills, resources and information to deliver business objectives	2	SCB	D2	You are responsible for managing modern trade operations for a leading FMCG company. Your team consists of In-Store Promoters (ISPs) and Merchandisers who work in various retail stores. One morning,	Replace the absent ISP with a Merchandiser	Call another ISP from a nearby store to fill in for the absent ISP	Update the roster of ISPs and Merchandisers to reflect the change and assign a backup ISP	Leave the store without an ISP for the day and adjust the roster the next day	3
14	RAS/N0608: Manage modern trade	PC11. Monitor conversion ratios at the store and take corrective action to optimize conversions PC12. Supervise the team to	3	SCB	D3	You are a modern trade operations supervisor, responsible for ensuring your team adheres to store policies and guidelines. During a store visit, you notice that one of your team members is using	Ignore the issue, as it's not affecting sales	Talk to the team member privately and remind them of the policy	Give a warning to the entire team about following store policies	Take disciplinary action immediately, such as sending the team member home	2
15	RAS/N0608: Manage modern trade	PC13. Implement Schemes & Promotional Activities (Marketing & Sales) PC14. Track performance of Schemes & Promotional activities and take corrective actions if required PC15. Assist the supervisor to forecast Brand and SKU wise Sales PC16. Review and interpret	3	COM	D3	As a modern trade operations specialist, you play a crucial role in supporting your supervisor in driving sales growth and staying ahead of the competition. Your responsibilities include assisting in forecasting brand and SKU-wise sales (PC15), reviewing and interpreting competitor activity through in-depth market analysis (PC16), and providing timely feedback to your supervisor to address competitive challenges (PC17). One day, your supervisor asks you to analyze the sales data and market trends to identify opportunities to increase sales of your company's newly launched product. Upon analysis, you notice that a competitor has recently launched a similar product with a discounted price point, which	Recommend increasing the price of your company's product to match the competitor's price	Suggest launching a promotional campaign to highlight the unique features of your company's product	Advise your supervisor to reduce the production of the newly launched product due to declining sales	Provide feedback to your supervisor on the competitor's activity and recommend adjusting your company's sales strategy to focus on a different product	4
16	RAS/N0609: Implement sales promotion activities	PC1. Identify key locations and or retail outlets to set up the promotions PC2. Ensure the promotions of the brand and products are setup at the designated	1	FIB	D1	To implement sales promotion activities, you need to first identify key locations and retail outlets, then ensure the promotions are setup correctly, and finally communicate the sales objectives to the distribution team and stakeholders, which	Inform	Update	Ensure	Confirm	3
17	RAS/N0609: Implement sales promotion activities	PC5. Communicate the sales promotion incentive and response mechanisms to the stakeholders PC6. Identify the resources required to implement the agreed sales promotion	1	DC	D1	What is the primary focus of monitoring sales promotion activities ?	Profit	Performance	Sales	Growth	2
18	RAS/N0609: Implement sales promotion activities	PC10. Propagate the company's trade schemes among the retailers PC11. Educate retailers on the portfolio of the products carried by the organisation PC12. Answer customer's / distributor's / retailer's /	2	COM	D2	As a sales promotion specialist, your role involves implementing activities to drive sales growth. Recently, your company launched new trade schemes to incentivize retailers to promote your products. To ensure successful adoption, you must propagate these schemes among retailers (PC10) and educate them on the portfolio	Provide product catalogs and scheme details to the retailer for self-study	Schedule a training session to educate the retailer on trade schemes and product portfolio	Offer instant discounts to the retailer for immediate adoption	Direct the retailer to the company website for information	2
19	RAS/N0609: Implement sales promotion activities	PC13. Follow company procedures in preparing waste for disposal PC14. Organise disposal of waste in ways that are safe and hygienic and that meet legal and company requirements for	2	SCB	D2	During a sales promotion event, your team generates a significant amount of waste, including plastic and paper materials. As the event leader, you are responsible for ensuring that the waste is disposed of properly. What should you do to meet legal and company requirements for waste disposal?	Dispose of all waste in the nearest landfill	Recycle paper materials and dispose of plastic materials in the trash	Segregate waste into recyclable and non-recyclable categories and follow company procedures for disposal	Ask team members to take waste home for disposal	3
20	RAS/N0610: Build and retain effective sales relationships with custo	PC1. Identify customers with whom to build effective sales relationships and prioritise an outreach	1	FIB	D1	To build effective sales relationships, it's essential to understand the _____ of customers and balance them with the organization's sales strategy.	Goals	Needs	Expectations	Demands	2
	RAS/N0610: Build and retain effective sales relationships with custo	PC2. Establish existing and potential customer needs and expectations and balance them with the organisation's sales strategy									
21	RAS/N0610: Build and retain effective sales relationships with custo	PC3. Develop a customer relationship plan and Agree with the customer the basis on which the relationship should operate and be maintained	2	DC	D2	What should be clearly defined in terms of customer needs and expectations, according to PC4?	Solution	Offer	Product	Service	2

		PC4. Ensure that the product/service offer is										
22	RAS/N0610: Build and retain effective sales relationships with custo	PC6. Identify and follow up appropriate opportunities for up-selling, cross-selling and selling add-ons PC7. Seek and collect customer feedback about the organisation's provision	2	CS	D2	What is the correct sequence of steps for seeking and collecting customer feedback?	Analyze feedback, Collect feedback, Identify feedback channels, Act on feedback	Identify feedback channels, Collect feedback, Analyze feedback, Act on feedback	Act on feedback, Analyze feedback, Collect feedback, Identify feedback channels	Collect feedback, Act on feedback, Analyze feedback, Identify feedback channels	2	
23	RAS/N0610: Build and retain effective sales relationships with custo	PC8. Use feedback to ensure that the quality and	3	SCB	D3	A long-standing customer expresses dissatisfaction with the recent delivery of	Offer a discount on the customer's next	Investigate the cause of the delayed shipment	Forward the customer's complaint to the	Tell the customer that the issue is not your	2	
24	RAS/N0610: Build and retain effective sales relationships with custo	PC10. Monitor and evaluate the relationship on a regular	3	COM	D3	As a sales representative, you understand the importance of building and retaining	To identify new sales opportunities	To resolve customer complaints	To ensure the relationship remains	To increase sales revenue	3	
25	RAS/N0611: Expand market coverage	PC1. Map the current market coverage with the universe of the market	1	DC	D1	What is the primary goal of mapping the current market coverage with the universe of the market?	Expansion	Optimization	Identification	Analysis	3	
26	RAS/N0611: Expand market coverage	PC4. Identify if the current distributor & infrastructure can cover the additional	2	FIB	D2	When expanding market coverage, it is essential to _____ whether the current distributor and infrastructure can	Assume	Evaluate	Ignore	Replace	2	
27	RAS/N0611: Expand market coverage	PC5. Evaluate distributors based on the criteria defined	2	FIB	D2	To expand market coverage, distributors are evaluated based on specific criteria and	Market share	Sales potential	Opportunity	Customer base	3	
28	RAS/N0611: Expand market coverage	PC7. Facilitate procurement of resources and infrastructure for the distributor to function PC8. Facilitate distributors with guidelines and	3	SCB	D3	You are responsible for expanding market coverage for your organization. You have appointed a new distributor in a strategic territory. However, the distributor lacks the necessary resources and infrastructure to effectively sell your products. What	Provide training to the distributor's sales team only	Offer marketing support to promote your products	Facilitate the procurement of necessary resources and infrastructure for the distributor	Replace the distributor with a more established partner	3	
29	RAS/N0611: Expand market coverage	PC9. Facilitate Induction training to the distributor salespeople PC10. Supervise the deployment of distributor	3	SCB	D3	You have appointed a new distributor in a key territory and they have hired new salespeople to represent your products. To ensure a successful partnership, you need to ensure the sales team is properly	Ongoing sales support and coaching	Product updates and refreshers	Induction training to familiarize them with your products and processes	Market research and competitor analysis	3	
30	RAS/N0612: Furnish reports	PC1. Fill up the sales data in the handheld provided or in the Daily Sales Report (DSR) template PC2. Furnish daily weekly	1	FIB	D1	To furnish reports, you need to review the monthly performance of modern trade outlets and store promoters on a _____ basis.	Quarterly	Monthly	Weekly	Annually	2	
31	RAS/N0612: Furnish reports	PC4. Review distributor wise outlet wise monthly performance PC5. Report performance to the supervisor with action plans for improvements	2	DC	D2	What should be included when reporting performance to the supervisor?	Targets	Analysis	Plans	Action	4	
32	RAS/N0612: Furnish reports	PC6. Collate information on the performance of competitor products and schemes PC7. Report the performance of competition products and schemes to	3	SCB	D3	You are responsible for furnishing reports on the performance of your organization's products. During your analysis, you notice that a competitor's product is gaining market share. Your supervisor requests a report comparing your organization's products to the competitor's. What should	Only your organization's sales figures and targets	A comparison of your organization's products to the competitor's products and schemes	An analysis of the competitor's marketing strategies	Recommendations for improving your organization's marketing strategies	2	
33	RAS/N0138: To work effectively in an organisation	PC1. share work fairly with colleagues, taking account of own and others preferences, skills and	1	FIB	D1	When working effectively in an organisation, it is essential to share work fairly with colleagues, considering own and others' _____ to ensure a	Roles and responsibilities	Preferences, skills, and time available	Strengths and weaknesses	Interests and opinions	2	
34	RAS/N0138: To work effectively in an organisation	PC5. encourage colleagues who are finding it difficult to work together to treat each other fairly.	1	DC	D1	What type of behaviour should be adapted when interacting with customers, colleagues, and stakeholders with disabilities?	Formal	Inclusive	Assertive	Aggressive	2	
35	RAS/N0138: To work effectively in an organisation	PC10. respond to people with disabilities in a manner that upholds their self-respect	2	CS	D2	When interacting with people with disabilities, what is the correct sequence of actions to uphold their self-respect?	Listen, Respond, Empathize, Act	Act, Respond, Listen, Empathize	Empathize, Listen, Respond, Act	Respond, Act, Listen, Empathize	3	
36	RAS/N0138: To work effectively in an organisation	PC11. discuss and agree with the right people goals that are relevant, realistic and	3	SCB	D3	You are a new team member in an organization, and you want to ensure you are working effectively towards your goals.	Set your own goals and then discuss them with your supervisor	Discuss and agree on goals with your supervisor, and then	Identify the knowledge and skills needed, and then discuss and agree	Set your own goals and identify the knowledge and skills needed	2	
37	DGT/VSQ/N0102: Employability Skills (60 Hours)	PC1. identify employability skills required for jobs in various industries PC2. identify and explore learning and employability portals	1	FIB	D1	To enhance employability skills, it is essential to _____ learning and employability portals	Create and manage	Identify and explore	Develop and maintain	Evaluate and certify	2	

38	DGT/VSQ/N0102: Employability Skills (60 Hours)	PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc. PC4. follow environmentally sustainable practices	1	DC	D1	PC3 requires individuals to acknowledge the importance of constitutional values by taking a specific action. What is that action?	Respecting	Recognizing	Requiring	Rejecting	2
39	DGT/VSQ/N0102: Employability Skills (60 Hours)	PC5. recognize the significance of 21st Century Skills for employment PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life.	2	MI	D2	Which of the following is an environmental sustainable practice					2
40	DGT/VSQ/N0102: Employability Skills (60 Hours)	PC7. use basic English for everyday conversation in different contexts, in person and over the telephone PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English PC9. write short messages, notes, letters, e-mails etc. in English PC10. understand the difference between job and career PC11. prepare a career development plan with short- and long-term goals, based on aptitude PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings PC13. work collaboratively with others in a team	3	SCB	D3	As a Junior Sales Supervisor at a retail store, a customer, Mr. Jain, approaches you, looking for a specific product.Mr. Jain requests, "I'm looking for a waterproof smartwatch. Can you show me some options?" How would you respond to his request?	"We don't have any waterproof smartwatches. Check our website for more options.	"Let me check what we have in stock. (checks inventory) Yes, we have three options. Let me show them to you."	"What's your budget for the smartwatch?"	"You can find smartwatches in the electronics section. I'm busy with another customer."	2

