

Roll. No.

Question Booklet Number

O.M.R. Serial No.

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BBA (Retail Operations) (SEM.-II) EXAMINATION, 2025-26
Course Structure (With Effect from 2025-26) (AEDP)
CORE COURSE-III
(Sales Management and CRM)

Paper Code						
F	1	2	0	2	0	3

Question Booklet
Series

D

Time : 1 : 30 Hours

Max. Marks : 75

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer only 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
4. Four alternative answers are mentioned for each question as - A, B, C & D in the booklet. The candidate has to choose the correct / answer and mark the same in the OMR Answer-Sheet as per the direction :

(Remaining instructions on last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को केवल 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छँटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

(शेष निर्देश अन्तिम पृष्ठ पर)

1. A retail store manager is creating the weekly work schedule to ensure enough staff are available during the weekend rush and fewer staff on weekdays. This activity is an example of :
 - (A) Retail mathematics
 - (B) Organizing schedules
 - (C) Product knowledge application
 - (D) Customer buying cycle analysis

2. A salesperson learns that a particular washing machine has a 7 kg capacity and a 5-star energy rating. When speaking to a customer, they explain that the 5-star rating means lower electricity bills. The salesperson is demonstrating :
 - (A) Understanding of the buying cycle
 - (B) Application of retail mathematics
 - (C) Using product features to explain benefits
 - (D) Goal setting for the month

3. A store calculates its gross profit by subtracting the cost of goods sold from its total sales revenue. This calculation is a component of :
 - (A) Customer service management
 - (B) Retail mathematics
 - (C) Category management
 - (D) Sales promotion planning

4. A customer realizes they need a new winter jacket after experiencing cold weather during their morning commute. This realization represents which stage of the buying cycle?
 - (A) Information search
 - (B) Evaluation of alternatives
 - (C) Need recognition
 - (D) Purchase decision

5. A sales associate sets a personal target to achieve ₹ 5,00,000 in sales for the upcoming festival season. This target is an example of :
 - (A) A sales objective derived from goal setting
 - (B) A retail mathematical formula
 - (C) A product feature analysis
 - (D) A customer touch point strategy

6. A company decides to invest in training its staff to build better rapport with customers, believing that happy customers will return and spend more. This decision reflects an understanding of the :
- (A) Importance of retail mathematics
 - (B) Principles of CRM
 - (C) Basics of category management
 - (D) Process of credit management
7. A retail chain analyzes purchase history data to discover that customers who buy a grill often buy a specific brand of charcoal within the next two weeks. They then send a coupon for that charcoal to all new grill buyers. This strategy aims to impact business revenues by :
- (A) Reducing product costs
 - (B) Encouraging repeat purchases and cross-selling
 - (C) Eliminating the need for in-store staff
 - (D) Focusing only on new customer acquisition
8. A store manager realizes that customers are complaining about long wait times at the billing counter. The manager decides to open an additional counter during peak hours. This decision is based on understanding the significance of which customer touch point?
- (A) The store's visual merchandising
 - (B) The product demonstration area
 - (C) The initial greeting at the entrance
 - (D) The point-of-sale (billing) interaction
9. A customer returns to a store with a defective product. The customer service representative apologizes for the inconvenience, immediately offers a replacement or full refund, and assures the customer that the feedback will be shared with the quality team. This process is an example of effective:
- (A) Sales promotion
 - (B) Complaint handling and resolution
 - (C) Upselling
 - (D) Credit application management

10. Which of the following is an element of customer service management?
- (A) Financial auditing
- (B) Complaint handling and resolution
- (C) Product manufacturing
- (D) Building construction
11. 'Delivery of reliable service' means the service is performed :
- (A) Quickly, regardless of accuracy
- (B) Dependably and accurately
- (C) Only when the manager is watching
- (D) By the most junior staff member
12. A CRM system is a technology used to manage a company's :
- (A) Payroll
- (B) Interactions with current and potential customers
- (C) Office supplies inventory
- (D) Building maintenance schedule
13. Teamwork is important in a retail environment to ensure :
- (A) The blame for mistakes can be shared
- (B) Customers receive a consistent and positive experience
- (C) Only one person knows how to do a task
- (D) Employees do not have to talk to each other
14. Continuous improvement in customer service requires a process for :
- (A) Regularly reviewing and enhancing service practices
- (B) Ignoring customer feedback
- (C) Sticking to the same methods forever
- (D) Focusing only on cost-cutting

15. A company that sells office furniture to businesses assigns a dedicated account manager to each corporate client. The account manager regularly visits the client to understand their changing needs and offers solutions before the client even asks. This scenario describes :
- (A) B2C customer engagement
 - (B) Customer service in a B2B retail environment
 - (C) A one-time sales transaction
 - (D) An ineffective service strategy
16. A customer receives a damaged product and calls customer service. The representative first says, "I am so sorry to hear that your order arrived damaged. I understand how frustrating that must be." This response is an example of :
- (A) Deflecting blame
 - (B) Listening empathetically
 - (C) Immediately offering a refund without understanding
 - (D) A standard automated reply
17. A retail store has a policy that any customer service issue that cannot be resolved by the sales associate must be escalated to a manager, who has the authority to issue refunds or store credit up to a certain amount. This policy is part of the store's :
- (A) Sales promotion strategy
 - (B) Customer Redressal System
 - (C) Upselling technique
 - (D) Product demonstration process
18. A customer complains that the new smartphone they bought has a battery that drains too quickly. Following best practices, the customer service representative should first :
- (A) Tell the customer they must have been using it incorrectly
 - (B) Immediately offer a replacement phone
 - (C) Ask probing questions to fully understand the issue and usage patterns
 - (D) Refer them to the manufacturer's website
19. A store manager notices a queue forming at the service desk with frustrated customers. She decides to temporarily stop her other work and open a second service counter to clear the queue. This decision-making process in addressing a service problem is based on :
- (A) Strictly following company policy without deviation
 - (B) A pre-authorized plan to open extra counters when queues form
 - (C) Ignoring the queue and hoping it goes away
 - (D) Waiting for a corporate directive

20. In a large retail store, the manager is responsible for overseeing all products within the electronics section, including inventory, displays, and sales performance. This role involves managing :
- (A) The entire store's operations
 - (B) A specific retail department
 - (C) The store's supply chain
 - (D) The store's marketing campaigns
21. A customer is looking for a gift and is unsure what to buy. The salesperson asks questions about the recipient's hobbies and preferences before showing a few carefully selected items. This approach is part of the :
- (A) Post-sale service process
 - (B) Retail sales process
 - (C) Credit management process
 - (D) Sales promotion planning
22. A customer has decided to purchase a basic coffee maker. The salesperson suggests they consider a slightly more expensive model that also has a built-in grinder for fresher coffee. This sales technique is known as :
- (A) Cross-selling
 - (B) Personalized sales
 - (C) Upselling
 - (D) Promotional discounting
23. After a customer buys a new television, the salesperson offers them a high quality HDMI cable and a universal remote at a discounted price. This is an example of :
- (A) Upselling
 - (B) Cross-selling
 - (C) Post-sale service
 - (D) Credit management
24. A customer wants to purchase a high-end refrigerator on EMI. The salesperson guides them through the application form, explains the interest rates, and checks their eligibility. This activity is part of :
- (A) The personalized sales process
 - (B) The credit application process
 - (C) The post-sale service process
 - (D) The upselling process
25. A store announces a "Buy One Get One Free" offer on all shampoos for a weekend. This is an example of :
- (A) A sales promotion
 - (B) A permanent price reduction
 - (C) A post-sale service
 - (D) An upselling technique

26. An online retailer sends a follow-up email to a customer who had a complaint, asking if they were satisfied with how the issue was resolved. This practice is an example of :
- (A) A sales promotion
 - (B) A standard order confirmation
 - (C) An attempt to upsell new products
 - (D) A strategy for closing the loop on a grievance
27. A B2B supplier provides customized inventory reports and 24/7 dedicated support to its largest client. This level of service is designed to :
- (A) Complicate the relationship
 - (B) Build a strong, long-term partnership
 - (C) Reduce the need for communication
 - (D) Focus only on transactional exchanges
28. When a customer presents a problem, an effective decision-making process for a service representative would involve :
- (A) Immediately stating what the company cannot do
 - (B) Gathering facts, identifying possible solutions, and then proposing the best one
 - (C) Asking the customer what solution they want, regardless of policy
 - (D) Transferring the call to a supervisor immediately
29. A company creates a dedicated email address and phone line specifically for customer complaints and ensures these are monitored during all business hours. This is a fundamental part of a :
- (A) Customer Redressal System
 - (B) Sales planning strategy
 - (C) Retail mathematics approach
 - (D) Product demonstration protocol
30. A salesperson in a B2B environment proactively informs a long-standing client about a potential supply chain delay that might affect their upcoming order and offers alternative solutions. This action demonstrates :
- (A) Reactive customer service
 - (B) Proactive customer engagement
 - (C) Poor communication
 - (D) A focus on new clients only

31. A regular customer visits the store, and the salesperson remembers their previous purchase of running shoes. The salesperson greets them warmly and shows them the new arrivals in running apparel. This interaction is an example of :
- (A) Cross-selling based on impersonal data
 - (B) Personalized sales service
 - (C) A standard, non-personalized transaction
 - (D) Handling a customer objection
32. A few days after selling a customer a new washing machine, the salesperson calls to ensure the delivery and installation went smoothly and to answer any questions. This activity is part of :
- (A) The initial sales process
 - (B) Upselling
 - (C) Post-sale service
 - (D) Credit management
33. A customer walks into a store, sees an attractive window display, is greeted warmly by a doorman, and then interacts with a knowledgeable salesperson. All these interactions are examples of :
- (A) Customer touch points
 - (B) CRM system outputs
 - (C) Retail mathematical calculations
 - (D) Post-sale service elements
34. A business uses data from its loyalty program to identify its most frequent shoppers and sends them exclusive offers. This strategy is a direct application of :
- (A) Product knowledge
 - (B) Customer Relationship Management (CRM)
 - (C) Retail sales planning
 - (D) Category management
35. A salesperson notices a customer looking confused in the kitchen appliances section. By asking, “Are you looking for something specific, or can I help you find what you need?”, the salesperson is attempting to :
- (A) Demonstrate a product
 - (B) Close a sale
 - (C) Identify customer needs
 - (D) Handle a future complaint

36. A restaurant chain ensures that every time a customer orders a steak medium-rare, it arrives at the table cooked exactly as requested, with the appropriate sides, every single visit. This consistency demonstrates :
- (A) A focus on upselling
 - (B) Delivery of reliable service
 - (C) An effective credit system
 - (D) A new customer promotion
37. In a hotel, when a guest requests extra towels, the front desk staff communicates this immediately to the housekeeping department, who delivers the towels promptly. This seamless experience is a result of effective :
- (A) Teamwork
 - (B) Individual employee effort
 - (C) Retail mathematics
 - (D) Sales promotion
38. A sales manager reviews customer feedback forms and identifies a recurring issue with the checkout process. She then holds a meeting with the front-end staff to brainstorm solutions and implements a new, faster procedure. This action represents a :
- (A) One-time fix
 - (B) Process for continuous improvement
 - (C) Standard credit check
 - (D) Product demonstration technique
39. A company uses software to track every interaction it has with a corporate client, including emails, phone calls, purchases, and support tickets. This software is a :
- (A) Retail mathematics tool
 - (B) CRM system
 - (C) Sales promotion calendar
 - (D) Employee scheduling program
40. In a CRM context, 'types of customers' might be segmented based on their value to the company. Identifying a 'platinum' tier of high-spending, loyal customers is important for :
- (A) Treating all customers exactly the same
 - (B) Reducing the overall service budget
 - (C) Tailoring service levels and communication appropriately
 - (D) Focusing only on acquiring new customers

41. Before approaching a customer, a salesperson reviews the specifications and unique selling points of the new smartphone models. This preparation focuses on :
- (A) Organizing store schedules
 - (B) Understanding retail mathematics
 - (C) Building product knowledge
 - (D) Planning sales promotions
42. A customer is looking for a basic laptop for word processing and internet browsing. The salesperson shows them a model with a fast processor and long battery life, explaining that the processor speed (feature) allows for smooth multitasking (advantage), which means the customer can work efficiently without delays (benefit). This sales approach uses the :
- (A) Category management technique
 - (B) FABMIG technique
 - (C) Upselling technique
 - (D) Credit application process
43. A customer wants to buy a shirt but the store is out of their size. The salesperson suggests a similar shirt from a different brand that is available in the customer's size. This action demonstrates :
- (A) Closing the sale prematurely
 - (B) Handling a customer objection
 - (C) Proposing an appropriate alternative solution
 - (D) Demonstrating a specialist product
44. A customer says, "This sofa is too expensive for me." The salesperson responds, "I understand your concern about price. However, this sofa is made of solid wood and comes with a 10-year warranty, which makes it a great long-term investment." The salesperson is :
- (A) Closing the sale
 - (B) Handling a customer objection
 - (C) Cross-selling another product
 - (D) Demonstrating poor listening skills
45. A customer has seen the product demonstration, asked all their questions, and seems satisfied. The salesperson then asks, "Would you like to take this home today, or should I schedule a delivery for you?" This question is an attempt to :
- (A) Propose an alternative product
 - (B) Handle a new objection
 - (C) Close the sale
 - (D) Begin the credit application process

46. Customer engagement practices involve creating interactions that :
- (A) Are purely transactional
 - (B) Build a stronger connection between the customer and the brand
 - (C) Require no effort from the business
 - (D) Are limited to resolving complaints
47. In a B2B (Business-to-Business) retail environment, customer service often focuses on :
- (A) Attracting walk-in traffic
 - (B) Fast, impersonal checkouts
 - (C) Building long-term partnerships and providing tailored solutions
 - (D) One-time, high-value transactions
48. A 'Customer Redressal System' is a structured process for :
- (A) Thanking customers for their loyalty
 - (B) Addressing and resolving customer grievances
 - (C) Informing customers about new products
 - (D) Collecting customer data for marketing
49. An example of best practice when a customer has a complaint is :
- (A) Telling the customer to call a different department
 - (B) Arguing about the store policy
 - (C) Listening empathetically to understand the issue
 - (D) Offering a solution before understanding the problem
50. A common strategy for handling customer service problems involves a decision-making process that starts with :
- (A) Implementing a solution immediately
 - (B) Identifying and defining the root cause of the problem
 - (C) Determining who is at fault
 - (D) Calculating the cost of the resolution

51. Offering a customer a protective case and screen guard after they have decided to buy a new smartphone is an example of :
- (A) Upselling
 - (B) Cross-selling
 - (C) Credit management
 - (D) Post-sale service
52. Encouraging a customer to buy a higher-end, more feature-rich laptop than the one they initially considered is known as :
- (A) Cross-selling
 - (B) Upselling
 - (C) Personalized sales
 - (D) Promotion management
53. A “personalized sales & post-sale service” approach in a retail store focuses on :
- (A) Building long-term relationships by tailoring service to individual customer needs
 - (B) Treating every customer exactly the same
 - (C) Automating all customer interactions
 - (D) Providing service only before the purchase is made
54. The process of sales on credit involves:
- (A) Accepting cash payments only
 - (B) Assessing the customer’s creditworthiness and managing the credit application process
 - (C) Bartering goods for other goods
 - (D) Offering a product for free with another purchase
55. Managing sales promotions in retail stores is important because they are designed to :
- (A) Increase store costs
 - (B) Reduce customer traffic
 - (C) Create immediate interest and increase sales of specific products
 - (D) Complicate the checkout process

56. Customer touch points at a store can include all of the following except :
- (A) The store's signage and displays
 - (B) Interaction with a sales associate
 - (C) The internal employee break room
 - (D) The point-of-sale (billing) counter
57. The primary goal of Customer Relationship Management (CRM) is to :
- (A) Manage the company's supply chain
 - (B) Build and maintain profitable customer relationships
 - (C) Track employee performance
 - (D) Design new products for the market
58. Understanding buying behavior helps a business to :
- (A) Predict how customers will act in the marketplace
 - (B) Eliminate all competition
 - (C) Set employee salaries
 - (D) Choose the color of the store walls
59. A key component of CRM is its focus on :
- (A) Products and their features
 - (B) Internal company processes
 - (C) Customer data and interactions
 - (D) Competitor pricing strategies
60. The impact of an effective CRM strategy is most directly seen in :
- (A) Reduced employee turnover
 - (B) Increased business revenues
 - (C) Improved supplier relationships
 - (D) A larger store warehouse

61. In the context of retail sales planning, what is the primary significance of goal setting?
- (A) To increase the number of employees in the store
- (B) To provide a clear direction and benchmark for achieving sales objectives
- (C) To reduce the variety of products sold
- (D) To ensure all customers receive a discount
62. Which of the following is a key component of retail mathematics that directly impacts a store's profit and loss?
- (A) Store layout and design
- (B) Employee dress code
- (C) Gross margin and inventory turnover
- (D) Customer feedback forms
63. Understanding the elements of the customer's buying cycle helps a salesperson to :
- (A) Complete a transaction as quickly as possible
- (B) Predict fashion trends for the next season
- (C) Guide the customer effectively from need recognition to purchase
- (D) Focus only on the final stage of payment
64. The importance of product knowledge for a salesperson lies in its ability to :
- (A) Help the salesperson win arguments with customers
- (B) Allow the salesperson to confidently explain features and benefits to the customer
- (C) Reduce the need for customer interaction
- (D) Fulfill the store's inventory requirements
65. "Organizing schedules" in retail sales planning is crucial for :
- (A) Ensuring the store has a constant supply of new products
- (B) Guaranteeing adequate staff coverage during peak and slow business hours
- (C) Planning the store's annual budget
- (D) Scheduling the cleaning of the store floor

66. The process of convincing a customer to buy a more expensive version of the product they are considering is known as :
- (A) Cross-selling
 - (B) Upselling
 - (C) Credit management
 - (D) Promotional discounting
67. Post-sale service is crucial for :
- (A) Reducing the store's operational costs
 - (B) Building long-term customer loyalty and satisfaction
 - (C) Managing the store's inventory levels
 - (D) Training new sales staff
68. A 'credit application process' typically involves assessing a customer's :
- (A) Product preferences
 - (B) Store loyalty
 - (C) Ability to pay
 - (D) Shopping frequency
69. Sales promotions in a retail store are primarily designed to :
- (A) Decrease customer footfall
 - (B) Increase sales of specific products for a limited time
 - (C) Permanently reduce the price of all items
 - (D) Replace the need for sales staff
70. 'Personalized sales' means tailoring the sales approach based on :
- (A) The time of day
 - (B) The store manager's instructions
 - (C) The individual customer's preferences and needs
 - (D) The current weather conditions

71. An effective customer service complaint handling process should prioritize :
- (A) Proving the customer is wrong
 - (B) Defending the company's policy at all costs
 - (C) A fair and timely resolution to the customer's satisfaction
 - (D) Ignoring the complaint in hopes it goes away
72. "Delivery of reliable service" means that a company should consistently :
- (A) Perform the service dependably and accurately
 - (B) Offer different service levels to different customers
 - (C) Deliver service only when it is convenient for the company
 - (D) Promise more than it can deliver
73. Why is teamwork significant in meeting the expectations of customers?
- (A) It allows employees to blame each other for mistakes
 - (B) It ensures a seamless and coordinated customer experience across different touchpoints
 - (C) It is required only during busy holiday seasons
 - (D) It reduces the need for individual employee training
74. What is the primary use of a CRM system in an organization?
- (A) To manage the company's financial accounts
 - (B) To store, manage, and analyze customer interactions and data
 - (C) To replace all human customer service representatives
 - (D) To design new products
75. A "process for continuous improvement" in customer service involves :
- (A) Never changing existing practices
 - (B) Regularly reviewing feedback and performance to identify areas for enhancement
 - (C) Focusing only on the company's internal goals
 - (D) Waiting for customers to point out all the flaws

76. According to the syllabus, which of the following is a key component of retail sales planning?
- (A) Handling customer objections
- (B) Upselling and cross-selling
- (C) Organizing schedules
- (D) Demonstrating specialist products
77. The 'elements of the buying cycle' primarily help a salesperson understand :
- (A) The store's profit margins
- (B) The steps a customer goes through before making a purchase
- (C) The features of a competitor's product
- (D) The history of retail management
78. Product knowledge allows a salesperson to effectively communicate a product's :
- (A) Price and discount only
- (B) Features and benefits to the customer
- (C) Manufacturing date and location
- (D) Packaging and display method
79. Retail mathematics is a tool used to understand a store's :
- (A) Employee satisfaction levels
- (B) Customer traffic patterns
- (C) Profit and loss
- (D) Store layout effectiveness
80. Goal setting in sales is important because it helps in :
- (A) Reducing the need for sales training
- (B) Achieving sales objectives
- (C) Eliminating customer complaints
- (D) Simplifying product returns

81. The FABMIG technique is used to propose solutions to customers. What does 'FAB' stand for?
- (A) Find, Ask, Buy
- (B) Features, Advantages, Benefits
- (C) Final, Approved, Billing
- (D) Fast, Accurate, Basic
82. What is the first step in the retail sales process?
- (A) Closing the sale
- (B) Demonstrating the product
- (C) Handling customer objections
- (D) Approaching the customer and opening the interaction
83. When a customer objects to a product's price, an effective sales technique is to :
- (A) Immediately offer the highest possible discount
- (B) Agree with the customer and move on
- (C) Reiterate the product's value and benefits relative to its cost
- (D) Ignore the objection and continue with the demonstration
84. The primary goal of "closing the sale" is to :
- (A) End the conversation with the customer
- (B) Obtain a commitment from the customer to make the purchase
- (C) Begin the product demonstration again
- (D) Ask the customer for a referral
85. What does "demonstration of specialist products" typically involve?
- (A) Simply pointing the product out on the shelf
- (B) Showing a picture of the product in a catalog
- (C) A detailed, hands-on presentation highlighting the product's specific features and uses
- (D) Telling the customer to read the manual

86. In the FABMIG technique, 'Advantages' answer the question :
- (A) "What is it?"
 - (B) "What does it do?"
 - (C) "Why is this feature useful?"
 - (D) "How does this help me personally?"
87. The final step in the standard retail sales process is :
- (A) Demonstrating the product
 - (B) Handling customer objections
 - (C) Proposing a solution
 - (D) Closing the sale
88. Suggesting an alternative product when the desired item is out of stock is an example of :
- (A) Upselling
 - (B) Proposing an appropriate solution
 - (C) Post-sale service
 - (D) Category management
89. The 'rudiments of retail department management' would include overseeing :
- (A) The company's national marketing campaign
 - (B) A specific section of the store, like electronics or apparel
 - (C) The entire supply chain from factory to warehouse
 - (D) The hiring process for all store employees
90. Handling customer objections is a critical step that occurs :
- (A) Only before the customer enters the store
 - (B) After the sale is closed
 - (C) During the sales process, often after the product demonstration
 - (D) Exclusively during post-sale service

91. In a retail store, what are “customer touch points”?
- (A) The security tags on products
 - (B) All points of interaction between the customer and the brand/store
 - (C) The points system on a loyalty card
 - (D) The store’s physical address
92. Which of the following is a primary benefit of implementing a Customer Relationship Management (CRM) system for a business?
- (A) Guaranteeing that no customer will ever complain
 - (B) Eliminating the need for a sales team
 - (C) Improving customer retention and increasing sales revenues
 - (D) Reducing the quality of products
93. The “Principles of CRM” emphasize that the focus of a business should be on :
- (A) The product only
 - (B) The competitor’s strategy
 - (C) Building long-term, profitable customer relationships
 - (D) Maximizing short-term profits from each transaction
94. What is the first step in identifying customer needs?
- (A) Presenting all product features
 - (B) Discussing the price immediately
 - (C) Active listening and asking probing questions
 - (D) Assuming what the customer wants
95. How does a well-implemented CRM strategy impact business revenues?
- (A) It only increases costs, leading to lower profits
 - (B) It can lead to higher revenues through increased customer loyalty, repeat purchases, and cross-selling opportunities
 - (C) It has no measurable impact on revenue
 - (D) It only impacts revenue by reducing the number of customers

96. In a B2B (Business-to-Business) retail environment, customer service is often characterized by :
- (A) Impersonal and transactional interactions
 - (B) One-size-fits-all solutions
 - (C) Building long-term partnerships and providing customized solutions
 - (D) A focus on one-time sales
97. The “Customer Redressal System” refers to the mechanism for :
- (A) Marketing new products to existing customers
 - (B) Addressing and resolving customer grievances and complaints
 - (C) Calculating customer lifetime value
 - (D) Segmenting customers into different groups
98. When handling a customer service concern, an effective decision-making process first involves :
- (A) Immediately offering a full refund
 - (B) Thoroughly understanding the problem from the customer’s perspective
 - (C) Consulting with a lawyer
 - (D) Checking the store’s return policy timeline only
99. Best practices for resolving customer complaints include :
- (A) Taking the complaint personally and arguing with the customer
 - (B) Listening empathetically, apologizing, and offering a fair solution
 - (C) Making the resolution process as complicated as possible
 - (D) Promising a solution without confirming if it’s possible
100. Which of the following is a strategy for addressing customer grievances effectively?
- (A) Empowering frontline employees to resolve common issues on the spot
 - (B) Making customers fill out multiple forms before anyone will speak to them
 - (C) Ensuring the customer speaks to a different person each time they call
 - (D) Responding to grievances only if they are made in writing

Rough Work

Example :

Question :

Q.1 (A) ● (C) (D)

Q.2 (A) (B) ● (D)

Q.3 (A) ● (C) (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination, candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

Impt. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.

उदाहरण :

प्रश्न :

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

महत्वपूर्ण: प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।