

Theory Questions for Distributor Sales Representative

Difficulty Level/Marks- Easy/Marks, Medium/Marks, Difficult/Marks

Q. 1 Its area manager's duty to provide sales objective to distributor sales representative [E /4]

- A. TRUE
- B. FALSE

Correct Answer: A

Q. 2 Prakash joined an organisation as a DSR ,he needs to get his sales targets and objectives.He also need his yearly ,monthly and weekly targets also.Whom should he meet? [E /5]

- A. He himself will decide his targets
- B. Area manager
- C. Organisations Head
- D. Co worker

Correct Answer: B

Q. 3 Suppose you got monthly target from your senior.Now as a Distributor sales representative how can you achieve your monthly targets? [M /10]

- A. Monthly targets should be divided into weekly and daily targets.
- B. A well pre defined beat plan is must to achieve the targets.
- C. Both of these
- D. None of these

Correct Answer: C

Q. 4 As an Distributor sales representative if a customer needs to know about new schemes and you explain him too.What quality of yours is highlighted here? [E /5]

- A. You have a proactive approach towards your job
- B. you have a good communication skill
- C. you keep yourself updated your customer handling skill is good
- D. All of these

Correct Answer: D

Q. 5 Suppose You are a DSR .Your senior ask you for being updated at work place .You follow your senior's advice .Explain what are the benefits of being updated at work place? [E /5]

- A. You can handle customer effectively
- B. You can compare customer's current usage to new schemes and educate him about the same.
- C. Both of these

D. None of these

Correct Answer: C

Q. 6 Suppose a customer is asking you about a Samsung dual sim mobile phone .How will you make sure that the customer buy from your store ? **[E /5]**

- A. Suggest latest mobile phone to the customer with 15 % of discount if he buys it today only.
- B. Educate the customer about new offer of free mobile cover with the mobile phone .
- C. Educate the customer that there is a scheme on mobile phone shopping if customer does shopping upto 15000 he will get two free movie tickets of the latest released movie.
- D. All of these

Correct Answer: D

Q. 7 What is the difference between YTD and QTD? **[E /5]**

- A. Period starting from the beginning of the current quarter and ending at the current date is QTD and period starting from the beginning of the current year and ending at the current date is YTD
- B. Period starting from the beginning of the current month and ending at the current date is QTD and period starting from the beginning of the current year and ending at the current date is YTD
- C. Both of these
- D. None of these

Correct Answer: A

Q. 8 Suppose Drishyam has joined as a DSR. He has been given his responsibilities.One of them is maintaining product stock. How will he manage the product stock ? **[E /5]**

- A. Product stock is directly proportional to the customer demand
- B. Product stock is decided as per production rate of organisation
- C. Product stock is inversly proportional to the customer demand
- D. None of these

Correct Answer: A

Q. 9 Suppose you are a DSR .You need more stock for product. From where you will collect the stock required? **[E /5]**

- A. Factory where product is manufactured.
- B. Organisation's head office
- C. Distributor point
- D. None of these

Correct Answer: C

Q. 10 Suppose you are a senior Sales manager and you have to analyse monthly performance of your team. How will you analyse monthly performance? **[E /5]**

- A. By comparing MTD sales to the monthly target decided.
- B. By comparing MTD to yearly target decided

- C. By comparing Both yearly and monthly targets to MTD
- D. None of these

Correct Answer: A

Q. 11 Suppose Sushil wants to be the best employee of the company. for this he has to achieve his targets. What is the best way to achieve monthly targets? **[H/11]**

- A. Best way is to split monthly target into weekly and daily targets
- B. Best way is to proceed as per the pre-defined Route and Beat Plan to achieve the targets
- C. Both of these
- D. None of these

Correct Answer: C

Q. 12 Every job has its own targets and aims. Being a DSR what is the ultimate aim of your profile? **[E /5]**

- A. To have good communication skills & customer handling skills
- B. To accomplish daily, weekly & monthly sales targets to achieve yearly targets
- C. To achieve only customer satisfaction
- D. None of these

Correct Answer: B

Q. 13 Ramesh has joined an organisation as a DSR, what will be the best way to define the area of work? **[E /5]**

- A. First of all he has to map the potential territory to identify new business opportunities
- B. He has to go and meet every possible retailer.
- C. Both of these
- D. None of these

Correct Answer: C

Q. 14 Suppose You are a senior sales manager and you have to organise an orientation on being perfect as a DSR. In your orientation what will you explain to the fresher DSRs to start their day at work to get a successful working day? **[E /5]**

- A. Ask your colleague to help to complete your pending task
- B. Make a route Plan and daily Beat Plan to achieve daily targets
- C. No route plan or beat plan is required
- D. Leave the pending work for the next day.

Correct Answer: B

Q. 15 Value Proposition is an important term for a DSR. As a DSR kindly explain the importance of value proposition? How does it affect stocks too? **[H/11]**

- A. A value proposition is a clear statement that explains how your product solves customers' problems or improves their situation (relevancy). It delivers specific benefits (quantified value), tells the ideal customer why they should buy from you and not from

- B. A best winning value proposition will lead to sell out stock soon .
- C. Both of these
- D. None of these

Correct Answer: C

Q. 16 Abhishek has joined as a DSR in an organisation he is asked to manage stock. How should he proceed? **[E /4]**

- A. First of all he should gather every information about the need and requirements of the retailer.
- B. He should use the data of requirement and according to that he should ask the organisation for stock
- C. He should also take care of frequency of orders from retailer and then replenish the stock
- D. All of these

Correct Answer: D

Q. 17 As a DSR what are the mains things to keep in mind about stock maintainance?

- i. Minimum stock level
- ii. Stock review
- iii. Re-order lead time
- iv. Economic Order Quantity **[E /5]**

- A. i) , ii) and iii)
- B. i) , ii) and iv)
- C. ii) , iii and iv)
- D. i) ,ii)

Correct Answer: D

Q. 18 State True or False

You can use this formula to calculate and manage your stock accordingly: Averaged Units of Inventory Available ÷ Units Sold. This will reduce your Stock **[E /5]**

- A. TRUE
- B. FALSE

Correct Answer: A

Q. 19 As a DSR what are the main things to keep in mind during the sale of your product? **[H/11]**

- A. All the needs and requirements of customer should be fulfilled by the product
- B. Proper stock should be maintained, every time stock should be there at the time of order.
- C. Both of these
- D. None of these

Correct Answer: C

Q. 20 As a DSR after the introduction of the product in the market what will be next strategy to increase the sale? **[E /4]**

- A. After launch of the product put the Focus on the People, Not the Product
- B. Be Revolutionary.
- C. Shift your focus on retention
- D. All of these

Correct Answer: D

Q. 21 Suppose you are a senior DSR a fresher DSR who joined one week ago asks you about the main difference between cross selling and upselling. How will you explain that to him? **[E /5]**

- A. Upselling is the practice of encouraging customers to purchase a comparable higher-end product than the one in question, while cross-selling invites customers to buy related or complementary items.
- B. Cross-selling identifies products that satisfy additional, complementary needs that are unfulfilled by the original item. Upselling often employs comparison charts to market higher-end products to customers. Showing visitors that other versions or models m
- C. Both of these
- D. None of these

Correct Answer: C

Q. 22 Suppose you get the responsibility to train all the counter persons about product selling . How will you explain them the best ways to get better at selling? **[M /10]**

- A. Pay attention to customer psychology. Sell products to people on benefits
- B. Don't Act Desperate. Learn from your successes and mistakes. Add-on, Upsell or Cross-sell.
- C. Be Polite, Be Knowledgeable, Be Convincing, Be Patient
- D. All of these

Correct Answer: D

Q. 23 A retailer is showing some interest in your product as a DSR what will be your next step to sell your product to him? **[M /10]**

- A. Handle the customer with enthusiasm
- B. Explain the customer about new/existing offers as per their usage pattern and specific needs.
- C. Apart from his needs also educate him about new offers which can be beneficial for him.
- D. All of these

Correct Answer: D

Q. 24 On a good day As a DSR you met to a retailer he seems not so happy with your earlier products .How you will convinced him to buy from you? **[E /4]**

- A. Explain each and every feature of your product keenly
- B. Educate him how your product is better than other company product
- C. Both of these

D. None of these

Correct Answer: C

Q. 25 Suppose Prabhat is a fresher as a sales representative in an organisation. You are his immediate Senior. Today is his first day to meet a customer. What are the fundamental tips you will give him for the meeting? **[H/11]**

- A. Meet the customer confidently, smiling and with full of enthusiasm.
- B. Ask and understand customer requirement properly.
- C. Explain the customer about new/existing offers as per their usage pattern and specific needs.
- D. All of these

Correct Answer: D

Q. 26 As a DSR according to you what are the main factors covered in product knowledge? **[E /4]**

- A. Pricing structure Styles, colors or models available. History of the product, warranty, and repair information.
- B. Any special manufacturing process, How to use the product, Product distribution and delivery Servicing
- C. Both of these
- D. None of these

Correct Answer: C

Q. 27 Just imagine a customer is asking you about a handset which can be unlocked with face recognition and finger print scanning only. How will you handle this customer? **[E /6]**

- A. According to the customer's requirements , show him the best options available within his buying range.
- B. Demonstrate physical and technical features and other key prepositions of a handset to the customer. Show him how the mobile phone get unlocked with face recognition and finger print scanning .
- C. Educate him with all the other benefits or extra accessories like handfree, handset cover etc available with the handset .
- D. All of these

Correct Answer: D

Q. 28 Suppose a customer comes to your store and buys a new touchscreen phone with 4G internet connectivity for the first time. He wanted you to demonstrate him how to download whatsapp application on the handset. How will you perform this task? **[E /5]**

- A. Demonstrate how to switch on and off the handset. Demonstrate use of each and every feature of the handset.
- B. Demonstrate use of Chrome or other online browser and typing the URL, internet search options and downloading the app.

- C. Demonstate use of every accessory for example data cable,hand free ,bluetooth etc of the handset.
- D. All of these

Correct Answer: D

Q. 29 Suppose you have joined an organisation as a Senior manager sales.You have to supervise a team of 30 DSR. At this post according to you what is the importance of sales report in your profile ? **[M /9]**

- A. sales and marketing daily/weekly/monthly reports are important to have answers to so you can understand not only what is happening in your business but how to plan for the future.
- B. Sales and marketing reports will assist you in achieving your business goals, short term and long term
- C. The reports will help your company react to what is happening in the marketplace more quickly. Discover trends.
- D. All of these

Correct Answer: D

Q. 30 Ravi has joined an organisation as a DSR .To achieve the best in his job what strategy should he follow? **[E /4]**

- A. Review your sales goals first thing in the morning every day. then go scan your plan for the week and review goals and actions for the day.
- B. At the end of each day, review how the day went, and set goals and actions for the next day
- C. Once per week (this can be at your Friday or Saturday review session), review your goals with a goals partner. Your goals partner can be a peer, a mentor, a coach
- D. All of these

Correct Answer: D

Q. 31 Rohit is given a target to sell 30000 units of a product in three months and now on present day only one month left and 12000 units are still left. What should be his stategy to achieve the target on time? **[E /4]**

- A. Stick to your daily Beat route plan.keep analysing your performance by daily ,weekly and monthly reports.
- B. Identify Your Ideal Customer. Dig deeper for new customers along with the older ones.
- C. Use social networking and calling the customers and organising marketing campagien
- D. all of these

Correct Answer: D

Q. 32 A team lead will analyse the sales target and reports. **[E /4]**

- A. TRUE
- B. FALSE

Correct Answer: A

Q. 33 Abhinav is your team mate ,he is doing better than you in work field. How will you analyse yourself for improvement? **[M /9]**

- A. By attending morning meetings and discussing yesterdays work done.
- B. By observing his plans and action positively
- C. By comparing target reports
- D. All of these

Correct Answer: D

Q. 34 Priya got a target to merchandise any product well before launch date.What should be her strategy to achieve the target? **[E /5]**

- A. Facebook,twitter,whatsapp,linkedin (Social media) publicity is one of the best mode now a days.helpfull in merchandising the product well.
- B. Newspaper advertisement , mall product advertisement,brochure distribution is also a good approach for publicity.
- C. By displaying the banners of products outside the outlet.
- D. All of these.

Correct Answer: D

Q. 35 Displaying the banners of products outside the outlet is a good way of merchandising the product. **[E /5]**

- A. TRUE
- B. FALSE

Correct Answer: A

Q. 36 Suppose You are a DSR how will you explain the value of depth of selling to your sales person?How can you increase width and depth of distribution? **[H/11]**

- A. Distribution selling Depth typically means on an average how many units of a product is being sold in a particular time at a distributor sales point.
- B. Increase in depth of selling means direct increase in product sale.
- C. width and depth of distribution can be increased by enrolling new outlets
- D. All of these

Correct Answer: C

Q. 37 Suppose this is your first induction day in an organisation and after your introduction one of your senior just asked you about range selling.How will you define Range selling? **[E /5]**

- A. 'Range Selling' stands for approach of selling larger portfolio of products and services.
- B. 'Range Selling' stands for approach of selling smaller portfolio of products and services.
- C. both of these
- D. None of these

Correct Answer: A

Q. 38 Suppose you are a senior DSR in an organisation. As a DSR what do you think should be the strategy to set up new outlet to increase the sales? **[M /10]**

- A. Make it a priority. Develop measurements and track performance.
- B. Communicate! Build relationships at each step of your channel
- C. Drive revenue through the channel. Avoid pricing conflicts.
- D. all of these

Correct Answer: D

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