

## In-Store Promoter

*Difficulty Level/Marks- Easy/Marks (E/M), Medium/Marks (M/M), Difficult/Marks (D/M)*

Q.1 What are the advantages of introducing sampling and gift coupon contests in a store? [E/2]

- A. Attract customer's attention
- B. Attain high sales
- C. Target completion
- D. All of these

**Correct Answer: D**

Q.2 Merchandise, brochures, leaflets and so on are the tools using which a Store Promoter promotes products and attracts \_\_\_\_\_. [E/2]

- A. Children
- B. Adults
- C. Elders
- D. Customers

**Correct Answer: D**

Q3 MD Mobile launched by NASCOP Company has all the latest smartphone features. It has been displayed through merchandise, brochures and leaflets by the \_\_\_\_\_. [E/2]

- A. Store Keeper
- B. Store Promoter
- C. Peon
- D. Security Guard

**Correct Answer: B**

Q.4 Marketing materials, such as merchandise, brochures and leaflets, play a vital role in drawing the attention of \_\_\_\_\_. [E/2]

- A. Customers
- B. Store Promoter
- C. Store Manager
- D. Security Guard

**Correct Answer: A**

Q.5 When displaying promotional merchandise, the purpose is to \_\_\_\_\_. [E/2]

- A. Create brand awareness
- B. Increase walk-in customers
- C. Increase sales
- D. All of the above

**Correct Answer: A**

Q.6 It is the duty of the Store Promoter to keep a check on the \_\_\_\_\_. [E/2]

- A. Political party movement
- B. Traffic movement
- C. Stock movement
- D. Cash flow movement

**Correct Answer: C**

Q.7 Over stocking of a product impacts on the performance of the store. The person entitled to handle proper stocking of products is the \_\_\_\_\_. [E/2]

- A. Police Officer
- B. Member of Parliament
- C. Store Promoter
- D. Teacher

**Correct Answer: C**

Q.8 The inventory of products is to be updated on the company software called \_\_\_\_\_. [E/2]

- A. MS-Paint
- B. Distribution Management System (DMS)
- C. Data Management Program (DMP)
- D. None of the above

**Correct Answer: B**

Q.9 The Store Promoter monitors stock movement and placement of the stock at the \_\_\_\_\_. [E/2]

- A. Shopping mall
- B. Amusement park
- C. Retail outlet
- D. Railway station

**Correct Answer: C**

Q.10 The Z10 handset has been launched by the NES Company. The Store Promoter has to \_\_\_\_\_. [E/2]

- A. Monitor and facilitate sale of this stock
- B. Ensure zero productivity
- C. Make no fresh orders after sales
- D. All of the above

**Correct Answer: A**

Q.11 The Store Manager shares data with the Store Promoter regarding the \_\_\_\_\_. [M/5]

- A. Sales targets
- B. Film reviews
- C. Electricity bills
- D. Phone bills

**Correct Answer: A**

Q.12 The Store Manager allocates the \_\_\_\_\_ to the Store Promoter at the beginning of the month. [M/5]

- A. Movement target
- B. Customer target
- C. Stock target
- D. Sales target

**Correct Answer: D**

Q.13 The Store Promoter should be trained enough for handling a/an \_\_\_\_\_. [M/5]

- A. Film celebrity
- B. Politician
- C. Sales call and converting it into a positive lead
- D. Office Assistant

**Correct Answer: C**

Q.14 OPUS a new brand of mobile handset is introduced in the market. The store-promoter of the particular brand has the responsibility to \_\_\_\_\_. [D/8]

- A. Give no demonstrations of the product
- B. Demonstrate the varied range of products to walk-in customers of the competitive brand
- C. To demonstrate the varied range of products to walk-in customers of the brand concerned
- D. Provide limited demonstration of the product

**Correct Answer: C**

Q.15 What basic feature will you demonstrate to customers, which will help them make the purchase? [E/2]

- A. Price
- B. Brand
- C. Product quality and features
- D. All of these

**Correct Answer: D**

Q.16 The Store Promoter should be trained enough to understand the importance of \_\_\_\_\_. [E/2]

- A. Cross sell and up sell of product
- B. Uncross and up-sell of product
- C. Cross sell
- D. Up sell

**Correct Answer: A**

Q.17 Mrs. Nitu has come to purchase a handset worth Rs. 8,000. But the Store Promoter successfully converts her into buying another handset worth Rs. 10,000. This set of skill is called as \_\_\_\_\_. **[D/8]**

- A. No sell
- B. Cross sell
- C. Up sell
- D. None of the above

**Correct Answer: C**

Q.18 Target and its achievement is an important data, which should be shared between the Store Manager and \_\_\_\_\_. **[M/5]**

- A. Store Promoter
- B. Security Guard
- C. Peon
- D. Customer

**Correct Answer: A**

Q.19 A Store Manager has to prepare the performance report of the Store Promoter. Which of the following factors should he observe? **[M/5]**

- 1) Weakness
- 2) Achievement of target
- 3) New opportunities achieved
- 4) Behavior with other members

- A. Only 1
- B. 1, 2 and 3
- C. 3 and 4
- D. All

**Correct Answer: D**

Q.20 Which type of data is required for strategic planning at the outlet \_\_\_\_\_. **[E/2]**

- A. Model and unit-wise MTD sale
- B. Walk-in customer report
- C. Query and complaint report
- D. Employee attendance report

**Correct Answer: A**

Q.21 Mr. Romit, a Store Promoter of Hansa Mobiles, shares his daily report with his Store Manager in the form of \_\_\_\_\_. [D/8]

- A. Model-wise sale
- B. Value-wise sale
- C. Mode, value and unit-wise sale
- D. Unit-wise sale

**Correct Answer: C**

Q.22 Unit-wise, model-wise and value-wise MTD sales of the product are to be shared \_\_\_\_\_. [M/5]

- A. Monthly
- B. Weekly
- C. Monthly
- D. Annually

**Correct Answer: A**

Q.23 What is the best method of meeting daily targets? [E/2]

- A. Follow the previous day's routine
- B. Leaving things unplanned
- C. Going with the flow
- D. Making an itinerary of the day

**Correct Answer: D**

Q.24 Mr. Nikil, a Store Manager, has rewarded three Store Promoters a cash price of Rs. 1,000 each based on the calculation of \_\_\_\_\_. [D/8]

- A. Target versus achievement
- B. Achievement versus target
- C. Target versus expense
- D. Expense versus target

**Correct Answer: A**

Q.25 The performance of the Store Promoter is calculated on the basis of target versus \_\_\_\_\_. [M/5]

- A. Up sell
- B. Weekly sell

- C. Cross sell
- D. Achievement

**Correct Answer: A**

Q.26 Mr. Narendra Biswas (Store manager) arranged a monthly meeting of store-promoters and asked them to share their daily report of \_\_\_\_\_. **[D/8]**

- A. Number of films released in month
- B. Games played in the weekend
- C. Target versus achievement
- D. Number of film celebrities who visited the store

**Correct Answer: C**

Q.27 Audit of stock is done by the Store Manager based on the stock report prepared by the \_\_\_\_\_. **[D/8]**

- A. Store Promoter
- B. CA
- C. Accountant
- D. Assistant

**Correct Answer: A**

Q.28 What is record keeping of merchandise called?[**M/5**]

- A. Inventory Management
- B. Store Management
- C. Point of Display Management
- D. Point of Sale Management

**Correct Answer: A**

Q.29 On daily basis, the Store Promoter has to submit the opening and closing stock to the \_\_\_\_\_. **[E/2]**

- A. Store Manager
- B. Executive Officer
- C. Field officer
- D. Office Assistant

**Correct Answer: A**

Q.30 Which of the following is the best way of updating the stock? [**E/2**]

- A. While making sale
- B. Checking stock weekly
- C. Maintaining computerized stock
- D. None

**Correct Answer: C**

