

# Theory Questions for Field Sales Executive

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

**Q. No. 1** You have observed that your company has not been able to achieve the monthly sales target due to irregular order records. What would you suggest to ensure a well-planned target? **[E/4]**

- A. Set only daily targets
- B. Merge the monthly target into longer durational targets
- C. Not relying upon setting targets anymore
- D. Split the monthly targets into smaller durational targets

**Correct Answer: D**

**Q. No. 2** You are in charge of estimating the monthly targets and updating the MTD Sales periodically, which model will you preferably choose to analyse the trends of the business? **[E/6]**

- A. Base Transceiver Station Utilization Model
- B. Basic Transport Allowance Utilization Model
- C. Month-To-Date Model
- D. Month-To-Date Utilization Model

**Correct Answer: C**

**Q. No. 3** Today you have been assigned one of the tasks from TSM to calculate the "churn rate" for the month of Feb 2019. Where existing customers on Feb 1st are 10,000 and the newly acquired customers till 28th Feb are 2,500 and the customers who left your services the services for the month Feb are 500.

Formula to calculate "churn rate" **[M/10]**

$$\frac{\text{Customers who left}}{\text{Customers at the beginning of the month} + \text{New customers acquired during the month}} \times 100$$

- A. 0.04
- B. 0.05
- C. 0.2
- D. 0.25

**Correct Answer: A**

**Q. No. 4** Other than good service to the end user which of the following will help you retain your retailers? **[M/10]**

- A. By telling them that your company is market leader

- B. By telling them that others are not offering good services
- C. By increasing the incentives that they are getting now
- D. By taking your TSM/ASM with you to the retailers

**Correct Answer: B**

**Q. No. 5** The given items are for a telecom company known as which of the following term? **[E/4]**



- A. Merchandise
- B. Sales promotion
- C. Advertising
- D. Marketing

**Correct Answer: A**

**Q. No. 6** While collecting the total stock of merchandise from the distributor point, what will you do to ensure the required amount without any excess or deficient stock? **[E/5]**

- A. Check the auditory record for any unpaid transaction
- B. Calculate the MTD Sales that has already been achieved as far as the monthly target
- C. Contact the distributor for the previous sale records
- D. Collect the required information individually from every worker

**Correct Answer: B**

**Q. No. 7** Your company has decided a sales promotion programme. In which they have decided a revenue slabs per month for giving away the merchandises to the retailers. As following. Find out the total funds that are required for the retailers who are doing the business 500,000/per month.

**[D/11]**

- A. 4500
- B. 9000
- C. 18000
- D. 5000

**Correct Answer: C**

**Q. No. 8** You are calculating the estimated sales target with the orders of the month. Which type of sales criteria will you prefer for an easier comparison? **[E/4]**

- A. Year-to-Date Sales
- B. Month-To-Date Sales

- C. Week-To-Date Sales
- D. Daily Sales

**Correct Answer: B**

**Q. No. 9** If on January 31st 2019 you had calculate the MTD. What will be last day to calculate MTD? **[E/5]**

- A. January 1st 2019
- B. January 30th 2019
- C. January 31st 2019
- D. January 29th 2019

**Correct Answer: D**

**Q. No. 10** If you have to calculate the MTD as per the given table considering the today it is 11th January 2019. What will be total revenue? **[D/11]**

| No Of<br>Retaile SIM<br>Activated | Date                       | Cost Of A<br>Retail SIM |
|-----------------------------------|----------------------------|-------------------------|
| 20                                | Tuesday, January 1, 2019   | ₹ 650.00                |
| 15                                | Wednesday, January 2, 2019 | ₹ 650.00                |
| 11                                | Thursday, January 3, 2019  | ₹ 650.00                |
| 5                                 | Friday, January 4, 2019    | ₹ 650.00                |
| 13                                | Saturday, January 5, 2019  | ₹ 650.00                |
| 12                                | Sunday, January 6, 2019    | ₹ 650.00                |
| 10                                | Monday, January 7, 2019    | ₹ 650.00                |
| 9                                 | Tuesday, January 8, 2019   | ₹ 650.00                |
| 14                                | Wednesday, January 9, 2019 | ₹ 650.00                |
| 13                                | Thursday, January 10, 2019 | ₹ 650.00                |
| 11                                | Friday, January 11, 2019   | ₹ 650.00                |

- A. 79300
- B. 86450
- C. 13000
- D. 8450

**Correct Answer: A**

**Q. No. 11** You need to check if the tertiary sales as provided by the retailers abide by the requirements and policies, what will be your first strategy in order to check it? **[M/10]**

- A. Run a BHR Test to know about it's efficiency
- B. Collect feedbacks
- C. General assumption
- D. Run a BHI test

**Correct Answer: A**

**Q. No. 12** A week ago you were allotted 3500 SIM cards which were to be kept at the retail stores in your territory and you have supplied 2695 SIM cards as of today. What percentage of SIM cards stock is left with you? [E/8]

- A. 0.23
- B. 0.25
- C. 0.77
- D. 0.24

**Correct Answer: A**

**Q. No. 13** Initially there are 2 retailers who asked for 250 SIM cards each and they have made the payment but you only have 400 cards with you. In the mean time, the third also retailer also paid in cash asked for 150 SIM cards. Which of the following is the best distribution policy keeping the business interest and relation in mind and also not disappointing any retailer? [M/10]

- A. Giving 200 SIM cards first 2 retailers and asking the 3rd retailer to wait for the stock
- B. Giving 250 SIM cards to the first 150 to second retailers and asking the 3rd retailer to wait for the stock
- C. Giving 150 SIM cards to the first, 150 to the second and 100 to the third retailer
- D. Giving 250 to the first and 150 to the third and asking 2nd retailer to wait for the stock

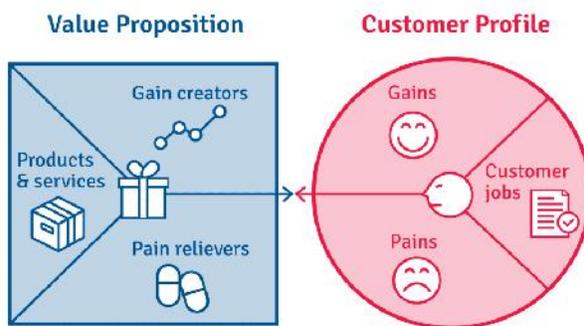
**Correct Answer: C**

**Q. No. 14** In order to spread awareness about the recent schemes and utility of different products as well as services, what can you do as a Field Sales Executive? [E/5]

- A. Seek for experiences
- B. Conduct tests for examining their current knowledge
- C. Suggest advises and help from your supervisor
- D. Influence, update and educate the retailers about the required information

**Correct Answer: D**

**Q. No. 15** According to you, who is the primary decision maker in the process of delivering prepaid telecom products/services to the retailers and how does value proposition affects the customer profile? [E/4]



- A. A. General Salesperson B. Provides a brand value to the products

- B. A. Field Salesperson B. Appeals or attracts the customers
- C. A. Executive B. Selects the profit-loss margin
- D. A. Supervisor B. Aware the masses about the recent innovations

**Correct Answer: B**

**Q. No. 16** You are given a chance to identify new clients and increase you business. How will you convince your investors for the given proposition? **[M/10]**

- A. Discuss new products with them
- B. Make them meet other investors
- C. Make them understand the market situation
- D. Explain them the investment and monetary return plans

**Correct Answer: D**

**Q. No. 17** Once you confirm the retailers, what will be your strategy to sell your products to them? **[E/5]**

- A. Show and explain them the products
- B. Make them read the brochure
- C. Tell them to get the information on their own
- D. Help them with your banners

**Correct Answer: A**

**Q. No. 18** There is a new scheme launched in your company, how will you educate the retailers regarding the same? **[E/5]**

- A. Mail them the scheme details
- B. Tell them the scheme on phone
- C. Arrange a workshop for them
- D. Ask them to see the new scheme on Google

**Correct Answer: C**

**Q. No. 19** Without which of the following, one can not complete the registration to become a retailer to sell the products and services of a telecom company? **[E/6]**

- A. Without owned premises
- B. Without rented premises
- C. Without a website domain
- D. Without the company profile

**Correct Answer: D**

**Q. No. 20** A retailer/demo SIM has how many types of account balances? **[E/5]**

- A. Only one account balance
- B. Two account balances

- C. Three account balances
- D. Four account balances

**Correct Answer: A**

**Q. No. 21** After understanding the process, the retailer still has some query regarding the documents. How will you solve it? **[E/5]**

- E. Ask him to solve the query by himself while starting the work
- F. Provide him with list of documents along with a demo
- G. Ask to give the query in a written format
- H. Ignore the query and leave the store

**Correct Answer: B**