

TEL/Q0200 - Field Sales Executive - V4

Review Date - 01/06/2025

Theory:

S No.	Question Text	Choice 1	Choice 2	Choice 3	Choice 4	Correct Choice
1	Which action is essential when analyzing daily and overall sales targets from the Territory Sales Manager (TSM) or Area Manager?	Setting new personal sales goals	Comparing current performance against the targets	Ignoring the targets and focusing on customer feedback	Reporting the targets directly to the sales team without analysis	Choice 2
2	What is the most crucial step when implementing a plan based on time, targets, and prospective customers?	Modifying the strategy without considering time	Ignoring customer feedback to stay on target	Prioritizing tasks by deadlines and targets	Setting the same targets for all customers	Choice 3
3	What is a key action related to a retailer's secondary/tertiary sales records when preparing a Business Health Report (BHR)?	Estimating sales figures without records	Verifying and analyzing the sales data	Ignoring sales records and focusing on complaints	Comparing sales records only with competitor data	Choice 2
4	When explaining Return on Investment (ROI) to retailers, which aspect should be emphasized?	Minimal investment with high inventory turnover	Complexity of the ROI formula without examples	Investing large sums regardless of inventory turns	Increasing prices to improve ROI	Choice 1
5	What is a key activity to create brand visibility in retail outlets?	Increasing merchandise prices	Arranging displays like posters and danglers	Limiting promotional materials	Focusing only on online advertising	Choice 2
6	When providing details to retailers about mobile services, what should you include?	Instructions to ignore customer queries	Info on number activation, MNP, KYC norms, and TRAI guidelines	Guidelines to reduce service quality	Only info about mobile phone features	Choice 2
7	What should you do to process the activation of mobile numbers?	Ignore document collection	Only collect documents from customers who ask	Focus solely on customer feedback	Collect all required documents	Choice 4

8	What should you do first when developing a sales plan for a specific area?	Ignore the market	Copy last year's plan	Analyze the area	Focus on your own goals	Choice 3
9	When deciding on promotional methods, what is an important step?	Choosing methods randomly	Using only historical methods without analysis	Ignoring data and relying on intuition	Analyzing data to identify effective strategies	Choice 4
10	How can you determine a customer's needs?	Identifying requirements through queries	Providing a standard solution to all	Making assumptions about needs	Offering products without understanding	Choice 1

Practical and Viva:

S No.	Question Type	Question Text	Suggestion Solution	Equipment Required
1	Practical	Demonstrate the procedure to collect and verify enrolment forms from a retailer.	<p>The candidate:</p> <ol style="list-style-type: none"> 1. Collected all the customer enrolment forms from the retailer 2. Checked every form in depth 3. Noticed for any missing fields or signatures in the form 4. Checked if whitener has been used on the forms 5. Checked if a passport size photo is attached on every form 6. Mentioned all the discrepancies to the retailer and asked him/her to get these corrected by the customer 	1. Filled enrolment forms
2	Viva	You are visiting a newly associated retail store. What merchandise can you share with the retailer to promote your product/brand?	<p>The candidate:</p> <ol style="list-style-type: none"> 1. Banners 2. Posters 3. Umbrellas 4. Canopy 	