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### Question: 1

When communicating with a customer by writing a letter you should:

- A. Never sign the letter yourself.
- B. Sign the letter yourself.
- C. Make the letter long and interesting.
- D. None of the above.

**Answer: B**

### Question: 2

When communicating with a customer using a letter you should:

- A. Be courteous.
- B. Sign the letter yourself.
- C. Read through the letter before sending.
- D. All of the above.

**Answer: D**

### Question: 3

When establishing standards of customer service it is helpful if they are specific, measurable, achievable, realistic and:

- A. True.
- B. Time bound.
- C. Trustworthy.
- D. Tested.

**Answer: B**

### Question: 4

When a product or service has not been differentiated in the market place then it is best to use:

- A. A quick sales strategy.

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- B. A differentiated targeting strategy.
  - C. A market segment.
  - D. An undifferentiated targeting strategy.

**Answer: D**

### Question: 5

Many organisations have something called a USP. This means they have a:

- A. Unique sales position.
- B. Unique selling point.
- C. Unique sales pitch.
- D. Unusual service product.

**Answer: B**

### Question: 6

Which of the following is recognised as a time wasting activity:

- A. Being indecisive.
- B. Being decisive.
- C. Making a decision.
- D. Having a to-do list.

**Answer: A**

### Question: 7

When you are using a phone to give a customer a serial number you should:

- A. Speak in your normal voice.
- B. Speak slower than normal.
- C. Be enthusiastic.
- D. Be unenthusiastic.

**Answer: B**

### Question: 8

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Email communication is effective because it is:

- A. Suitable for global markets.
- B. Expensive.
- C. Possible to trace.
- D. None of the above.

**Answer: A**

### Question: 9

Which of the following is recognised as a time wasting activity?

- A. Being indecisive.
- B. Being decisive.
- C. Making a decision.
- D. Having a to-do list.

**Answer: A**

### Question: 10

A customer who is very results focused and direct would be classed as an:

- A. Authoritative type.
- B. Amiable type.
- C. Assertive type.
- D. Analytical type.

**Answer: C**

### Question: 11

If a colleague enters your office unexpectedly and you are sat at your desk, then a time management technique which should lead to a shorter interruption is to:

- A. Stand up and greet them and do not sit back down.
- B. Remain seated and ignore them.
- C. Ask them to leave and come back later.
- D. Explain you are very busy.

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**Answer: A**

**Question: 12**

Customers are often sub divided into smaller groups to distinguish purchaser behaviour.  
This activity is known as:

- A. Group segmentation.
- B. Group purchasing.
- C. Market segmentation.
- D. Sectional marketing.

**Answer: C**

**Question: 13**

Good time management recommends that if you are busy and someone rings you then you should:

- A. Ignore the phone call and let it ring.
- B. Answer the phone and ask them to ring you later at a more convenient time.
- C. Answer the phone and immediately and politely tell them that you are very busy and you will ring them back later.
- D. Answer the call and deal with it, as you know you will eventually have to deal with it.

**Answer: C**

**Question: 14**

The three generally recognised types of customer are assertive, analytical and

- A. Aggressive.
- B. Amiable.
- C. Authoritative.
- D. Aware.

**Answer: B**

**Question: 15**

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Which is the correct order of priority when positioning a product in the market place:

- A. Targeting followed by Positioning followed by Market Segmentation.
- B. Positioning followed by Market Segmentation followed by Targeting.
- C. Market Segmentation followed by Targeting followed by Positioning.
- D. Targeting followed by Market Segmentation followed by Positioning.

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| <b>Answer: C</b> |
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