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QUESTION NO: 1

Obtaining information from customers in order to be responsive to their needs and improving the overall customer experience is known as:

- A. Customer feedback.
- B. Customer responsiveness.
- C. Mystery shopping.
- D. Sales targeting.

ANSWER: A

QUESTION NO: 2

When positioning a product in the market place you should use Market Segmentation followed by Targeting followed by:

- A. Positioning.
- B. Selling.
- C. Sales.
- D. Marketing.

ANSWER: A

QUESTION NO: 3

An undifferentiated targeting strategy is used when a product or service has:

- A. Not been differentiated in the market place.
- B. Been selected been specially developed for a particular market segment.
- C. More than one customer segment.
- D. No price difference attached to it.

ANSWER: A

QUESTION NO: 4

A person who is unknown to an organisation who acts as a customer and then reports back to the organisation on their experience is called a

- A. Shopping experience tester.
- B. Mystery shopper.
- C. Unknown shopper.
- D. Secret shopper.

ANSWER: B

QUESTION NO: 5

Customer information should be collected by a shop:

- A. Once you are aware that the customer is a regular shopper.
- B. The first time the customer comes into the shop.
- C. If a customer appears to be one who will return to the shop.
- D. When the customer makes his first purchase.

ANSWER: B

QUESTION NO: 6

A person who is always keen to tell you what they have done and the difficulties they have had to overcome is known in customer service as a:

- A. Time waster.
- B. Chronic complainer.
- C. Recognition seeker.
- D. Time watcher.

ANSWER: C

QUESTION NO: 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 NO: 8

A customer who is talkative and interested more in opinion than facts when making a purchase would be classed as an:

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

ANSWER: B

QUESTION NO: 9

When positioning a product in the market place you should use Market Segmentation followed by Targeting followed by:

- A. Positioning.
- B. Selling.
- C. Sales.
- D. Marketing.

ANSWER: A

QUESTION NO: 10

Frequent interruptions:

- A. Help when working with colleagues.
- B. Can help you to make the most of your time.
- C. Help to get a lot of things done at once.
- D. Are a common time wasting activity.

ANSWER: D