

2.3.4 Edexcel Business

Edexcel GCSE Business

2.3.4 The sales process

Multiple Choice Question Test Bank

MCQ Test 6

This MCQ test contains 13 questions covering the specification content for 2.3.4: The sales process

Instructions:

- **There are 13 questions in this test.**
- **Your teacher will determine how long you have to complete this test and under what conditions.**
- Only **one** answer per question is allowed for **questions 1-11 inclusive.**
- **Two** answers should be selected for questions **12 and 13.**
- For each answer, completely fill in the circle alongside the appropriate answer(s).
- If you want to change your answer, you must cross out your original answer.
- If you wish to return to an answer previously crossed out, ring the answer you now wish to select.

0 1 Which of the following stages of the sales process is demonstrated when an employee provides a customer with detailed information about the product?

- A Customer engagement
- B Product knowledge
- C Response to customer feedback
- D Post-sales service

[1 mark]

0 2 Which of the following stages of the sales process would providing wide aisles and exciting visual displays be an example?

- A Customer engagement
- B Speed of service
- C Post-sales service
- D Product knowledge

[1 mark]

0 3 Which of the following customer needs is met when a large supermarket offers shoppers a range of payment options from which to choose?

- A Friendliness
- B Politeness
- C Convenience
- D Product information

[1 mark]

0 4 Which of the following best describes the process of making a customer connect with the business and its products/services?

- A Post-sales service
- B Customer engagement
- C Product knowledge
- D Providing customers with the opportunity to give feedback to a firm

[1 mark]

0 5 Which of the following stages of the sales process is being met when an electrical retailer offers a 3-year warranty on all purchases?

- A Product knowledge
- B Speed and efficiency of service
- C Customer engagement
- D Post-sales service

[1 mark]

0 6 On which of the following areas of customer service does Amazon pride itself?

- A Speed of delivery
- B Free delivery on all items
- C Price matching products that are cheaper elsewhere
- D Guaranteed time of delivery

[1 mark]

0 7 Which of the following describes the stages involved from initially engaging with a customer through to offering customer support after product purchase?

- A Customer feedback
- B Post-sales service
- C Customer engagement
- D The sales process

[1 mark]

0 8 Which of the following stages of the sales process would an employee greeting a customer and offering help when required be an example of?

- A Product knowledge
- B Customer engagement
- C Post-sales service
- D Speed of service

[1 mark]

0 9 Which of the following would be an important way in which an upmarket restaurant could provide excellent standards of customer service to its customers?

- A Offer a discount on the next visit
- B Attentive and knowledgeable waiting staff
- C Images of every dish on its menu
- D Low prices

[1 mark]

1 0 Which of the following websites would provide a way of measuring levels of customer satisfaction for a tourist attraction?

- A Kayak.com
- B Expedia.com
- C Laterooms.com
- D TripAdvisor.co.uk

[1 mark]

1 1 Which of the following would be the most appropriate way in which a shoe retailer could provide excellent standards of customer service to its customers?

- A Enticing window displays
- B Greeter at the store entrance
- C Wide availability of shoe sizes always in stock
- D Fitting rooms

[1 mark]

1 2 Which **two** of the following are benefits to a business of providing good customer service?

- A Customers may increase their spend with the business
- B Lower prices can be charged
- C Increased costs
- D Improved reputation within the marketplace
- E Increased number of product returns

[2 marks]

1 3 Which **two** of the following are advantages to a business of providing 24 hour virtual customer assistant support on its website?

- A All customer concerns will be resolved quickly and fully
- B It is a relatively inexpensive service to provide
- C The service will always run without any glitches
- D The service is always available to customers
- E No investment will be required to improve the technology used

[2 marks]

ANSWERS TO THIS MCQ TEST

Q	CORRECT
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1	B
2	A
3	C
4	B
5	D
6	A
7	D
8	B
9	B
10	D
11	C
12	A,D
13	B,D