

Total number of printed pages : 2

NB-XII/R(V)

2021

Retail (Vocational)

Total marks : 50

Time : 2 hours

General instructions :

- i) *Approximately 15 minutes is allotted to read the question paper and revise the answers.*
- ii) *All questions are compulsory except Q. nos.18 to 23 where general option is given.*
- iii) *The question paper consists of 23 questions.*
- iv) *Marks allocated to every question are indicated against it.*

N.B: *Check that all pages of the question paper are complete as indicated on the top left side.*

1. **Choose the correct answer from the given alternatives:** **10x1=10**

- i. Which one of the following is a process to resolve customer concerns?
 - a) Customer care
 - b) Key words
 - c) Drop box
 - d) Grievance Cell
- ii. ROI stands for
 - a) Return on Interest
 - b) Return on Investment
 - c) Risk on Investment
 - d) Risk on Interest
- iii. Which one of the following is the organizational procedure to deal with customer problems?
 - a) Apologies and thanks
 - b) Discipline
 - c) Attention
 - d) Politeness
- iv. Customer complaints are
 - a) repulsive
 - b) regressive
 - c) not inevitable
 - d) inevitable
- v. Creating a group forum for the customer can be a great way of receiving feedback. Such platform can be used to
 - a) receive complaints
 - b) share experience
 - c) discuss business ideas
 - d) advertise products
- vi. Where do you live is an example of
 - a) direct question
 - b) indirect question
 - c) close-ended question
 - d) open-ended question
- vii. John works hard to get the best student award at the end of the year. What type of motivation is this?
 - a) Internal motivation
 - b) External motivation
 - c) Inspiration
 - d) Perspiration
- viii. Track changes are suggestions. If you want to make the changes permanent, you have to click
 - a) Save
 - b) Protect
 - c) Reject
 - d) Accept
- ix. Which of the following is not a business cycle?
 - a) Profit making
 - b) Business planning
 - c) Business idea
 - d) Understand market

- x. Which of the following stakeholder makes policies for a green economy in the country?
- | | |
|-------------------|-------------------|
| a) Social Workers | b) Government |
| c) NGO's | d) Private sector |

Answer the following questions in one word or one sentence:

- | | |
|--|---|
| 2. What is pain point? | 1 |
| 3. Write any two steps to be taken to negotiate with customer complaint. | 1 |
| 4. What is live chat? | 1 |
| 5. Give an example each of formal and informal greetings. | 1 |
| 6. What is time management? | 1 |
| 7. What is Header? | 1 |
| 8. What is business planning? | 1 |
| 9. State any one role of private agencies in green economy. | 1 |

Answer the following questions in 20-50 words:

- | | |
|---|---|
| 10. Write the four main types of pain points. | 2 |
| 11. What is No Pain, No Gain? | 2 |
| 12. Why is it important to attentively handle a complaint? | 2 |
| 13. Why is listening important in business? | 2 |
| 14. What is the first thing to do when one sets out to handle customer complaint? | 2 |
| 15. What can be learned through customer complaints? | 2 |
| 16. What is customer feedback? | 2 |
| 17. Is 'asking for opinion' important in business? If yes, why? | 2 |

Answer any four from the following questions in 60-100 words:

- | | |
|--|---|
| 18. Explain any four processes to resolve customer concerns. | 4 |
| 19. Explain in brief the guidelines to anticipate customer's need/problem. | 4 |
| 20. Explain the four organizational procedures to deal with customer problem. | 4 |
| 21. Explain any four steps to be taken to negotiate with customer and convince them to resolve the complaints. | 4 |
| 22. Briefly explain any four reasons why customer feedback is important in business. | 4 |
| 23. Explain any four methods to get feedback on solving customer problems. | 4 |
