

**2022**  
**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 to ensure 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 fundamental part of identifying customers' pain points?
  - a) Quantitative research
  - b) Qualitative research
  - c) Surveys
  - d) Live chats
- ii. The single greatest challenge facing agencies today is
  - a) getting new clients
  - b) retaining current clients
  - c) time management
  - d) lack of knowledge
- iii. The most important thing to do when a customer complain, is to
  - a) give excuses
  - b) ignore
  - c) give explanation
  - d) listen
- iv. Which of the following is the organizational procedure to deal with customer problems?
  - a) Getting to the root
  - b) Attention
  - c) Discipline
  - d) Politeness
- v. Once the complaint of the customer is heard and understood, the issue should be
  - a) elevated to the Manager
  - b) resolved immediately
  - c) reported to the police
  - d) closed
- vi. A popular way of getting customer feedback is
  - a) live chat
  - b) research
  - c) survey
  - d) advertisement
- vii. Which of the following is **not** a stage of active listening?
  - a) Receiving
  - b) Understanding
  - c) Non-responding
  - d) Evaluating
- viii. Understanding of one's own needs, desires, habits, traits and feelings is known as
  - a) consciousness
  - b) self-awareness
  - c) personality traits
  - d) individuality
- ix. An arrangement of cells in a horizontal (sleeping) manner in a spreadsheet is the
  - a) column
  - b) cell
  - c) worksheet
  - d) row

- x. UNEP stands for
  - a) United Nations Energy Program
  - b) United Nations Environment Program
  - c) United Nations Employment Program
  - d) United Nations Emergency Program

**Answer the following questions in one word or one sentence:**

- 2. What is customer pain point? 1
- 3. What happens when we are defensive while dealing with customer complaints? 1
- 4. Why is the way a company approaches an issue important? 1
- 5. Which method is the easiest way to receive customer feedback? 1
- 6. What is communication? 1
- 7. Write any one step to overcome personality disorder. 1
- 8. Mention any two presentation software. 1
- 9. State any one benefit of green jobs. 1

**Answer the following questions in 20-50 words:**

- 10. Mention the two primary sources of information that is needed to identify customers' pain points. 2
- 11. What is meant by 'let customer try before they buy'? 2
- 12. Why is it important to fix customers' problem immediately? 2
- 13. 'Customer complaints are inevitable'. Justify the statement with two reasons. 2
- 14. Write two things that can be learned through customers' complaint. 2
- 15. Distinguish between prompted and unprompted feedback. 2
- 16. Why should a company put the customer in the centre of the business and treat their feedback as the most valuable source of information? 2
- 17. Mention any two characteristics of entrepreneurship. 2

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

- 18. Explain the four types of customer pain points. 4
- 19. Explain the meaning of 'give customers an easy way to share their ideas'. 4
- 20. Briefly explain how the following can help to negotiate with customer and convince them to resolve the complaints: 2+2=4
  - i) No fighting
  - ii) Resolution
- 21. Examine how customer feedback helps to improve products and services in business. 4
- 22. Discuss the method of live chats and social channels to get feedback on solving customers' problems. 4
- 23. What is stress? State any three ways to manage stress. 1+3=4

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