

Total number of printed pages : 2

NB-XI/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. Retail has changed our lives and the way we
 - a) speak
 - b) eat
 - c) live
 - d) think
- ii. Based on the information in the application of the person seeking credit, vendors, usually set
 - a) credit limit
 - b) debit limit
 - c) standard limit
 - d) time limit
- iii. Which of the following is used in electronic-based sale?
 - a) EMI
 - b) EDI
 - c) EMR
 - d) EDR
- iv. In order to help a customer what to buy, a sales associate must have essential and upto-date
 - a) techniques
 - b) personal skills
 - c) skills of handling
 - d) product knowledge
- v. Contact with electrical equipment can cause
 - a) slip
 - b) shock
 - c) fall
 - d) trip
- vi. Sending messages through images and pictures is known as
 - a) verbal communication
 - b) formal communication
 - c) non- verbal communication
 - d) visual communication
- vii. A view or judgement formed about something is
 - a) belief
 - b) values
 - c) opinion
 - d) identity
- viii. Which menu option has the commands as Save, Print and Close?
 - a) File
 - b) Edit
 - c) View
 - d) Format

- ix. Belief in one’s self and approach is
 - a) independence
 - b) perseverance
 - c) open mindedness
 - d) confidence
- x. The mission that aims to meet India’s energy needs sustainably is
 - a) SBA
 - b) NGT
 - c) NSM
 - d) GIM

Answer the following questions in one word or one sentence:

- 2. What is meant by customer service? 1
- 3. What is retail credit facility? 1
- 4. What is health? 1
- 5. What is phonetics? 1
- 6. State any one importance of grooming. 1
- 7. Write the short cut key to make the text appear in italic. 1
- 8. Mention any two types of business activities. 1
- 9. What forms an ecosystem? 1

Answer the following questions in 20-50 words:

- 10. What is organized and unorganized retailing? 2
- 11. Write any two Cs of credit. 2
- 12. State any two objectives of sales promotion. 2
- 13. How should a sales associate reply to the customer when a particular item is not available in the store? 2
- 14. State any two ways to provide personalized customer services. 2
- 15. Write any two policies for giving information to the customer. 2
- 16. Mention any two reasons to follow manufacturer’s instructions while using their equipment. 2
- 17. Write any two procedures to be followed for evacuation. 2

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

- 18. Explain any four skills required by a sales associate. 4
- 19. Describe four steps that need to be followed before granting customer credit. 4
- 20. Explain four essential elements of a contract of sale. 4
- 21. Explain four reasons for rearrangement of products. 4
- 22. Explain four techniques to encourage customer loyalty. 4
- 23. Mention four equipments and explain briefly the situation they are used in stores for health and safety. 4
