

2020
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 of the following is a level of retail service?
 - (a) Online seller
 - (b) Direct marketers
 - (c) Self service
 - (d) Vending

- ii. Into how many kinds can customers be broadly divided?
 - (a) Seven
 - (b) Six
 - (c) Five
 - (d) Four

- iii. It is a self service store consisting mainly of grocery and limited products on non food items.
 - (a) Supermarket
 - (b) Hypermarket
 - (c) Malls
 - (d) Category specialist

- iv. Which of the following is not one of the classifications of merchandise?
 - (a) Department
 - (b) Place
 - (c) Class
 - (d) Price

- v. A layout that blends the advantages of straight floor and diagonal floor layout is called
 - (a) Angular floor plan
 - (b) Free flow layout
 - (c) Mixed layout
 - (d) Rack layout

- vi. The one item in a retail store a business owner can't do without is
 - (a) Cash Management System
 - (b) Credit Card Processing
 - (c) Inventory Tracking
 - (d) Managerial Skill

- vii. Upward communication is a means for the staff to
 - (a) exchange information
 - (b) give instruction
 - (c) seek cooperation
 - (d) obtain feedback

- viii. Grooming is the process of making oneself
 - (a) expert in communication
 - (b) looks neat and attractive
 - (c) successful as beautician
 - (d) develops positive attitude
- ix. The retail clinics are anticipated to be operated by
 - (a) First Party Physicians
 - (b) Second Party Physicians
 - (c) Third Party Physicians
 - (d) Public Private Partnership
- x. A woman's appearance needs to support her professional
 - (a) career
 - (b) development
 - (c) growth
 - (d) accomplishment

Answer the following questions in one word or one sentence:

- 2. What is merchandising? 1
- 3. What is a credit sale? 1
- 4. Mention the two formats of shelf labels. 1
- 5. What is a verbal communication? 1
- 6. Write any two commonly used data communication media. 1
- 7. Give the full form of RWDSU. 1
- 8. Write two potential hazards for workers in retail store. 1
- 9. Who should be reported for any work related injury when in job? 1

Answer the following questions in 20-50 words:

- 10. What is meant by store layout? 2
- 11. How does signage and graphics help customers in retail? 2
- 12. Write any four steps of cash handling. 2
- 13. Who is a Cashier? Write one main responsibility of a Cashier. 1+1=2
- 14. Mention two results of an effective housekeeping. 2
- 15. Write any two general roles and functions of a Security Guard. 2
- 16. What is informal communication? Give two examples. 1+1=2
- 17. What does the following body gestures indicate? 1+1=2
 - (a) Biting fingernails
 - (b) Brisk walk

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

- 18. Explain any four key issues faced by retailers. **4**
- 19. Explain the basic duties of a merchandiser. **4**
- 20. Explain any four Standard Operation Procedures (SOP) in retail. **4**
- 21. Explain four considerations for store layout. **4**
- 22. Describe the scope of private security in India. **4**
- 23. Suggest four guidelines to be followed while performing the tasks of lifting and carrying in retail store. **4**
