

**2023**  
**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. The process through which a business firm shares valuable information with its customer is known as
  - a) business communication
  - b) customer communication
  - c) commercial communication
  - d) customer review
- ii. It is used to describe all the activities that keep the store functioning well.
  - a) Wholesale operation
  - b) Market operation
  - c) Retail operation
  - d) Store operation
- iii. DSD stands for
  - a) direct store delivery
  - b) digital store delivery
  - c) data system delivery
  - d) direct system delivery
- iv. Rail transport service is a good choice for shipment of
  - a) building materials
  - b) lumber and coal
  - c) oil
  - d) edible commodities
- v. According to 'work safety advice', it is recommended that men don't lift anything heavier than
  - a) 45 kilograms
  - b) 35 kilograms
  - c) 25 kilograms
  - d) 15 kilograms
- vi. Which of the following is **not** a common communication barrier?
  - a) Linguistic
  - b) Financial
  - c) Interpersonal
  - d) Organisational
- vii. Valuable information that will be used to make important decision is known as
  - a) review
  - b) communication
  - c) survey
  - d) feedback
- viii. In SMART goal setting, what does the letter 'A' stand for?
  - a) Achievable
  - b) Attainable
  - c) Available
  - d) Adorable
- ix. What is the short cut key ctrl+z used for?
  - a) Copy
  - b) Paste
  - c) Undo
  - d) Cut

- x. How many Sustainable Development Goals were launched by the United Nations?
  - a) 20
  - b) 19
  - c) 18
  - d) 17

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

- 2. What is retail store operation? 1
- 3. State any one factor that should be kept in mind while delivering products. 1
- 4. Write any one responsibility in lifting and handling operations. 1
- 5. What is 'just in time' in stock control? 1
- 6. What is team work in retail store? 1
- 7. What is conceptual skill? 1
- 8. List any two basic ways in which people can help towards achieving Sustainable Development Goals. 1
- 9. What is the function of ENTER key? 1

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

- 10. Write any two safety ways of handling products in retail store. 2
- 11. State the objectives of the retail transportation. 2
- 12. Write any two factors affecting loading and unloading of merchandise. 2
- 13. Differentiate between health and hygiene in retailing. 2
- 14. List any two potential hazards in retail store and state their harmful effects. 1+1=2
- 15. What is non verbal communication? Write any two types of non verbal communication. 1+1=2
- 16. Mention any two rights of employees in retailing. 2
- 17. What is entrepreneurship? Write any two functions of an entrepreneur. 1+1=2

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

- 18. Explain any four fundamentals of retail operation. 4
- 19. Explain any four core competencies required for Store Operation Assistant. 4
- 20. Briefly explain four common modes of retail transportation. 4
- 21. Describe the techniques of lifting goods. 4
- 22. Explain four ways on how to work effectively in a team. 4
- 23. What is time management? Briefly explain three steps for effective time management. 1+3=4

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