

Total number of printed pages : 2

NB-XII/R(V)/1

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. Which one of the following is a service tool to identify customers' problem?
 - a) Data collection
 - b) Discussion Forums
 - c) Information Centers
 - d) Corporate bodies
- ii. How do we prepare a customer service plan?
 - a) By being friendly
 - b) By knowing the product or service
 - c) By developing customer service strategy
 - d) By responding promptly
- iii. In understanding customer needs, don't make assumptions mean, to be
 - a) clear
 - b) precise
 - c) understanding
 - d) a good listener
- iv. Amazon Go concept stores that do not have associates or check lanes are known as
 - a) no service
 - b) self service
 - c) full service
 - d) customer service
- v. Which of the following is **not** a factor in developing a good work habit?
 - a) cultivate self discipline
 - b) stay balanced
 - c) develop professionalism
 - d) common goal
- vi. Which of the following decodes the message in communication channel?
 - a) Sender
 - b) Receiver
 - c) Feedback
 - d) Messenger
- vii. It is an electronic document which has rows and columns.
 - a) Spreadsheet
 - b) Charts
 - c) Graphs
 - d) Formula
- viii. Which menu option is used to insert shapes and images?
 - a) Format
 - b) Tools
 - c) Insert
 - d) Edit
- ix. Individuals, who focus on developing solutions that benefit the society are called
 - a) service entrepreneur
 - b) social entrepreneur
 - c) business entrepreneur
 - d) professional entrepreneur

- x. Reusing scrap material aims to
- | | |
|---------------------------|-------------------------------------|
| a) promote development | b) control greenhouse gas emissions |
| c) ensure quality control | d) minimize waste and pollution |

Answer the following questions in one word or one sentence:

- | | |
|--|---|
| 2. What is customer problem? | 1 |
| 3. Why is it important to meet customer's expectations? | 1 |
| 4. What is customer retention? | 1 |
| 5. State any two strategies to improve customer service standards. | 1 |
| 6. What are marketing activities? | 1 |
| 7. Write any two parts of communication. | 1 |
| 8. What is meant by decisiveness? | 1 |
| 9. List any two green jobs in solar and wind energy sector. | 1 |

Answer the following questions in 20-50 words:

- | | |
|---|-------|
| 10. Mention any two benefits of negotiation in retail business. | 2 |
| 11. Briefly explain any two ways to provide great customer service. | 2 |
| 12. List four ways to increase trust with the customers. | 2 |
| 13. What is CRM? Write any two benefits of CRM. | 1+1=2 |
| 14. Describe any two ways to improve customer service. | 2 |
| 15. Explain any two major factors that influence consumer behavior. | 2 |
| 16. State any two responsibilities of employees in a workplace. | 2 |
| 17. Write any two ways to maintain positive attitude. | 2 |

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

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| 18. Explain any four steps to solve customer problems. | 4 |
| 19. Explain any four methods of dealing with customer service problems. | 4 |
| 20. Explain any four ways to collect customer information. | 4 |
| 21. Describe four appropriate ways to respond to the customers. | 4 |
| 22. Explain the four methods to obtain feedback from the customers. | 4 |
| 23. What is retail career? Explain in brief any three career prospects in retail organisation. | 1+3=4 |
