Time : 1 Hour   **FIRST-TERM**   **RETAIL**

Subject Code

H	4	0	7	5

Total No. of Questions : 20   **(Printed Pages : 8)**   **Maximum Marks : 20**

INSTRUCTIONS :   (*i*)   Every question has four choices for its answers (A), (B), (C) and (D) and only one of them is the correct answer.

         (*ii*)   On the OMR sheet, from each question number, darken with a ball point pen ONLY ONE bubble corresponding to what you consider to be the most appropriate answer, from among the four choices.

         (*iii*)   **Please note that it is not possible to change the answer once you have filled up the bubble with a ball point pen. Hence sufficient care must be taken while darkening the bubbles.**

         (*iv*)   For each question, you will be awarded **ONE** mark if you have darkened only the bubble corresponding to the correct answer. In all other cases, you will get zero mark. **There is no negative mark.**

         (*v*)   Only **one** OMR sheet will be provided.

         (*vi*)   Use only Black or Blue Ball Point Pen.

Select the *correct* alternative from the following sentences : 20×1=20

1. Prashant has started an education centre where he also sells stationery supplies. In this case it's a .... Business.

   (A) Product

   (B) Service

   (C) Hybrid

   (D) Cross

2. An .... question motivate the respondents to put their feedback into words without restricting their thoughts.

   (A) Unasked

   (B) Unanswered

   (C) Open-ended

   (D) One word

3. Sharing a message or information by using image is .... method of communication.

   (A) Verbal

   (B) Non-verbal

   (C) Visual

   (D) Oral

4. The .... is not an element of the communication cycle.

   (A) Sender

   (B) Receiver

   (C) Channel

   (D) Time

5. Various .... like Flipkart, Amazon and Myntra make influences on customer buying decision.

   (A) TV channels

   (B) Social sites

   (C) Phones

   (D) Shopping sites

6. Leaders implement .... change when they identify a need to address deficiencies or poor company performance.

   (A) Transformational

   (B) Remedial

   (C) Organizational wide

   (D) Personnel

7. Retailer should always focus on creating .... centric brand.

   (A) Competitor

   (B) Employer

   (C) Customer

   (D) Shareholder

8. Neema left the company and started food catering business for marriage programmes. She is an .... by profession.

   (A) Educator

   (B) Entrepreneur

   (C) Entertainer

   (D) Employee

9. Sales Associate should take the time to .... and truly understand what is driving their concern, while dealing with customer problem.

(A) neglect

(B) apply

(C) cry

(D) listen

10. Customer data protection safeguards customer information from .... or loss.

(A) Aggression

(B) Corruption

(C) Preparation

(D) Neglection

11. Conducting surveys is one of the way to collect .... of the customers.

(A) Warranty cards

(B) Products

(C) Money

(D) Information

12. Important activity of a Sales Associate is to .... customer problem.

(A) Avoid

(B) Add

(C) Anticipate

(D) Aim

13. To stay ...., retailer need to adapt new technologies.

    (A)   Competitive

    (B)   Negative

    (C)   Authorised

    (D)   Polite

14. Building .... with customers is one of the ways to improve customer service.

    (A)   ground

    (B)   influence

    (C)   trust

    (D)   tower

15. Customer .... is the act of taking care of the customer's needs by providing professional, helpful, high-quality service before and after sale.

    (A)   Ship

    (B)   Service

    (C)   Satisfaction

    (D)   Sale

16. Sales Associate should treat all customers .... and equally.

    (A)   Casually

    (B)   Professionally

    (C)   Disrespectfully

    (D)   Unprofessionally

17. Retailer helps the .... by making products or services available in lesser quantities in different locations.

    (A)   Teacher

    (B)   Wholesaler

    (C)   Employer

    (D)   Employee

18. Domino's pizza offer 10% off on the next purchase for the customers who fill their feedback form is an example of customer .... programs.

    (A)   Competition

    (B)   Enquiry

    (C)   Satisfaction Survey

    (D)   Reward

19. Good Customer Service Delivery is about ensuring that the area you work is .... efficiently.

    (A)   Organised

    (B)   Spoiled

    (C)   Unorganised

    (D)   Destroyed

20. The .... process helps to analyse customer information to find purchasing trends and identify your best customers.

    (A)   Billing Counter

    (B)   Trial room

    (C)   CCTV

    (D)   CRM