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Time : 1½ Hours**RETAIL****Subject Code**

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Total No. of Questions : 42 (Printed Pages : 10)**Maximum Marks : 40**

INSTRUCTIONS : (i) All questions are compulsory.

(ii) Write the question numbers clearly.

(iii) Figures to the right indicate full marks.

Choose the correct alternative from the given options and rewrite complete sentence : **½×6=3**

1. A is a paid service can be installed in retailers' site where customer can offer suggestion.

- User Echo
- Suggestion box
- Facebook
- Instagram

2. Soft drinks, ice-creams, chocolates and biscuits are products that fall under buyer category.

- Impulsive
- Discounted
- Wondering
- Expensive

3. The one of the following is an example of hybrid intangible service offering.
- Farming
 - Mining
 - Insurance
 - Teaching
4. One of the following is not a source of identifying customer problem by the retailer :
- Feedback of sales associate
 - Customer meet
 - Social group
 - Executive meet
5. Service delivery becomes difficult without the support of the
- Character
 - Customer
 - Competitor
 - Community
6. The agreement used to define the outlines of employment details is classified as agreement.
- Financial
 - Closing
 - Negotiation
 - Employment

Answer the following questions in *two* sentences each : **2×2=4**

7. What are the benefits of green jobs ? Give any *four* points.
8. Differentiate between CRM and E-CRM.

Answer the following questions *one* sentence each : **1×3=3**

9. What is customer feedback ?
10. APG Sweet Mart gives qualitative service for their customers as a result they have more 3 new outlets within the state. List down any *two* impacts of good customer service.
11. “Libra car accessories store” close down due to less stock available and not good customer service. Mr. Manuel a manager of the store, face loss in his business. What are the barriers which he can overcome and achieve success in his business ? (Give *two* points)

State whether the following statements are true or false : **1**

12. An effective customer relationship management system, is all about recognizing the customer equally and systematically.
13. Eye contact is when you look down on someone while they are talking.

Give a single term for the following :

1

14. Raju has feeling of emptiness, rejection and suicide. Name the type of personality disorder he is suffering from

- Paranoid
- Borderline
- Dependent
- Histrionic

15. Self-management skills refers to oriented.

- Unplanned
- Negativity
- Anger
- Goal

16. **Match the following items in Column A with correct items in Column B and write the correct pair :**

1

Column 'A'

Column 'B'

- | | |
|---------------------------------------|-----------------------|
| (i) Turning thoughts into information | (a) Decoding message |
| (ii) Listening and providing feedback | (b) Passive listening |
| | (c) Encoding message |
| | (d) Active listening |

Answer the following questions in two sentences each : 2×2=4

17. You have summer vacation project on self-employment. You have done a lot of research, clicked pictures of different business units and taken videos of people who are self-employed. Now you have to make a presentation before the class. How will you create a new presentation ?

18. How will you deliver good customer service ? (Give any *four* points)

Answer the following questions in *one* sentence each : 1×3=3

19. Discuss the reason for gap between retailer's service and customer expectation. (any *two* points)

20. Ram who is not able to speak, use non-verbal communication to communicate with his family. Name any *two* examples of non-verbal communication.

21. Define customer service.

Choose the correct alternative from the given options and rewrite the complete sentence : ½×6=3

22. A customer or consumer is when actual performance exceeds the expected performance of the product.

- Dissatisfied
- Angry
- Delighted
- Unhappy

23. The is a best describes team work.

- Individuals working independently.
- Co-operation among team members.
- A competitive environment.
- Ignoring team objective.

24. A benefit granted for women in an industry at the time of pregnancy.

- Health and Safety
- Employees Provident Fund
- Gratuity
- Maternity

25. Seema's job role is receiving the goods, delivering the products, providing necessary information to customers appropriately and systematically. Seema is a

- Cashier
- Retail sales associate
- Consumer
- Producer

26. In order to meet customer expectation, it is important to verify KYC which means

- Know Your Computer
- Know Your Customer
- Know Your Company
- Know Your Complains

27. Mr. Sonu a sales associate fails to give service to customer, due to
in his store.

- Fulfillment of promises
- Good presenting skill
- Understanding customer
- Non-delivery of quality goods

Answer the following questions in two sentences each : 2×2=4

28. In order to improve product image in the mind of customers. Feedback plays an important role. List any *four* benefits of collecting customer feedback.

29. Nest Beauty and Spa saloon works very smoothly for a few months suddenly there was downfall of customers Walkin's. As a manager how will you improve customer retention. (Give any *four* points)

Answer the following questions in *one* sentence each : **1×3=3**

30. After struggling a lot Sara open her first boutique store at Ponda city. Which competences make Sara a successful entrepreneur ? Mention any *two* points.
31. Give any *two* points on various factor influencing self-motivation.
32. Almost every aspect of retail has changed, from traditional means to in-store shopping to e-commerce, cash payment to cashless payments. Name any *two* types of changes which retail organization has to adopt in order to sustain in the market.

State the following statements are true or false : **1**

33. Talking among each other to sort out problems is a good way of communication.
34. The ability of a business to increase the number of repeat customers and to increase the profitability is called customer retention.

Give a single term for the following : **1**

35. Mohan the retailer recognized customer needs or desire, and consistently deliver high quality goods and services. Mohan understands
- Customer retention
 - Customer expectation
 - Customer feedback
 - Customer service

36. Customized products and services for customers and interaction to individual customers are part of relationship management.

- Company
- Retailer
- Supplier
- Customer

37. Match the following items in Column A with correct items in Column B and write the correct pair : 1

Column 'A'

Column 'B'

(i) Twitter

(a) Website

(ii) Courtesy

(b) Politeness

(c) Rude

(d) Social media

Answer the following questions in *two* sentences each : 2×2=4

38. State and explain the benefits of Customer relationship management (give 4 points).

39. River stone event company is very famous in organizing events. The manager is very cautious about presenting his/her employees' personality. What precautions has to be taken by male/female staff while working in an organization ?

Answer the following questions in *one* sentence each :

1×3=3

40. Give any *two* effective ways of getting customer feedback.
41. What is an open-ended question ?
42. In a competitive market it is important to understand needs and wants of customers. What are the ways to meet customer expectation.
(Give *two* ways)