

2022 XI 24

0230

Seat No.

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Time : 1 Hour

FIRST-TERM

RETAIL (NSQF)

Subject Code

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

Maximum Marks : 20

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

Choose the *correct* alternative and re-write the following sentences. 20

1. Abilities to have control over feelings, emotions, actions and activities are
 - (A) Self-regulation
 - (B) Self-management
 - (C) Self-motivation
 - (D) Self-intelligence

2. ICT stands for
 - (A) Inform and Communication Technology
 - (B) Information and Computer Technology
 - (C) Information and Communication Technology
 - (D) Information and Communication Technique

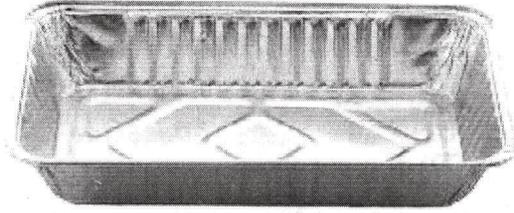
3. An interface between computer user and computer hardware is
 - (A) Operating System
 - (B) Operating Submission
 - (C) Operating Sum
 - (D) Operating Solid

4. A person who works for another person or an organization and get paid for that work is a
 - (A) Non-wage employed person
 - (B) Business employed person
 - (C) Wage employed person
 - (D) Self-employed person

5. Which of the following given quality an Entrepreneur shouldn't have ?
- (A) Takes financial risks
 - (B) Has a vision
 - (C) Builds own business
 - (D) Ignores customer needs
6. The ability to identify and manage one's own emotion as well as of other is
- (A) Self-Awareness
 - (B) Self-Regulation
 - (C) Emotional Intelligence
 - (D) Stress Management
7. The following is *not* the technique of stress-management
- (A) Exercise
 - (B) Smoking
 - (C) Talking with friends
 - (D) Yoga
8. The activity involved in selling goods and services to final consumer for personal use are
- (A) Retailing
 - (B) Retail operations
 - (C) Non-retail store
 - (D) Retail organization

9. Types of business where selling of goods takes place without physical store is
- (A) Store based retailing
 - (B) Non-store based retailing
 - (C) Mail
 - (D) Mail order retailing
10. A level at which retailer sends the order of buying inventory is called
- (A) Order Level
 - (B) Cancel Reorder Level
 - (C) Reorder Level
 - (D) Do not Reorder Level
11. FIFO means First in First out and LIFO means
- (A) Last on First out
 - (B) Last in Faster out
 - (C) Last in First outside
 - (D) Last in First out

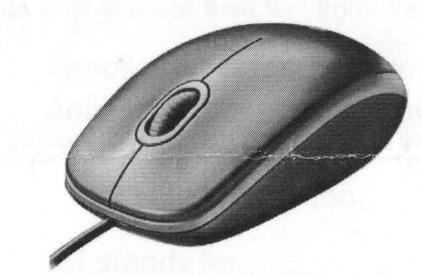
12. Identify type of Packing material :



- (A) Aluminium
 - (B) Glass
 - (C) Paper
 - (D) Plastic
13. Doctor, teacher : Career : A set of dreams with a deadline to achieve :
- (A) Self-motivation
 - (B) Self
 - (C) Vision
 - (D) Goal
14. Delivering items to the customer's address rather than the customer taking or collecting them from the store is
- (A) Hat delivery
 - (B) Home delivery
 - (C) Symbolic delivery
 - (D) Physical delivery

15. Traditional mass promotional methods to create customer interest are
- (A) Advertisement
 - (B) Mail order
 - (C) Personal contact
 - (D) Telephonic
16. The capacity and willingness to set up a business taking on financial risks in the hope of profit is
- (A) Wholesaling
 - (B) Manufacturing
 - (C) Entrepreneurship
 - (D) Customer
17. Mr. Joy selected a car from the showroom, he paid total amount of the car by taking credit. Owner of the store gave invoice and told Joy car will be delivered at home. Which type of delivery is this ?
- (A) Actual
 - (B) Symbolic
 - (C) Constructive
 - (D) Attornment
18. A document issued by a seller to the buyer that indicates the quantities and costs of the products or services provided by the seller is
- (A) Consignment note
 - (B) Invoice
 - (C) Bill of lading
 - (D) Delivery note

19.



Identify the above picture :

- (A) Modem
 - (B) Keyboard
 - (C) Desktop
 - (D) Mouse
20. A customer wants to buy Amul cheese from Amul Franchise. Being a customer, he wants to know the nutrition value he will receive once he will consume the product. Which of the following labels will help him in above case ?
- (A) Brand Label
 - (B) Descriptive Label
 - (C) Grade Label
 - (D) Barcode

