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Time : 1½ Hours**RETAIL (NSQF)****Subject Code**

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Total No. of Questions : 4**(Printed Pages : 7)****Maximum Marks : 40**

- INSTRUCTIONS :** (i) Answer each question on a fresh page.
(ii) Write the question no. and sub-question number clearly.
(iii) All questions are compulsory.
(iv) Figures to the right indicate full marks.

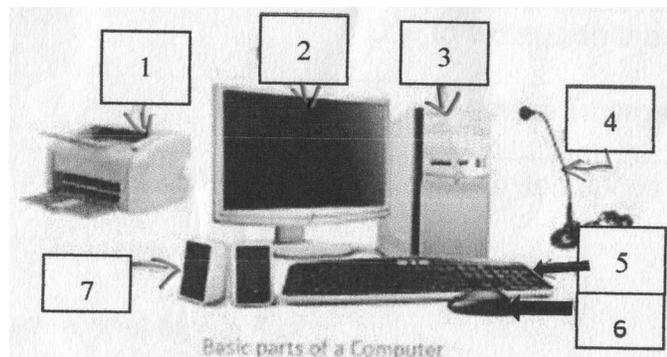
1. (A) Choose the correct alternative from the given option and rewrite complete sentence : 3
- (1) Visual Communication consists of _____.
[Words, Drawings, Written, Body Parts]
- (2) Electric Vehicle is an example of _____.
[Emotional Development, Sustainable Development, Skill Development, Construction Development]
- (3) An effective communication must consist of the _____ C's.
[5, 6, 7, 8]
- (4) Geeta was traveling from Ponda to Panjim on the way she got a call from her mother, she received a call but she was not able to listen what she was saying is _____ Barrier.
[Interpersonal Barriers, Linguistic Barriers, Cultural Barriers, Physical Barriers]
- (5) Over population results in over consumption of resources which leads to _____.
[Zero Hunger, Sustainable Development, Global Warming, Global Development]

- (6) Teena is blind and partially sighted person. In order to communicate with her _____ form of writing system is used.

[Verbal, Oral, Braille, Written]

- (B) Answer the following questions in *two* sentences : 4

- (1) Identify any *four* parts of the computer :



Basic Parts of Computer

- (2) Miss Raya wants to start general stores in her vicinity and wanted to become a successful Entrepreneur.

Suggest and write any *four* qualities of a successful Entrepreneur that Miss Raya should have.

- (C) Answer the following questions in *one* Sentence : 3

- (1) What is self-motivation ?
- (2) What are the initiatives that can be taken for sustainable development ?
- (3) Write any *two* stress management techniques.

2. (A) (1) Compare the Co-ordination in first pair and complete the second pair : 1

(i) Oil, Milk, Ghee : Polythene Packaging.

Jam, Sauce, Pickles : _____.

(ii) First envelop that holds the product : Primary Packaging

Protecting goods from Shipping or Storing :_____.

(2) Give single term for the following Definition : 1

(i) Mrs. Kaya an LIC Agent offers and discusses various policy details with her customer over the telephone. What type of retail outlet is being referred here ?

(ii) A level of inventory at which retailer send the order of buying inventory.

(3) Match the following items in column **A** with correct items in column **B** and write the correct pair : 1

Column A	Column B
(i) Fire Extinguisher	(a) Use to detect the smoke
(ii) Smoke Detector	(b) Use to extinguish smoke
	(c) Use to extinguish the fire
	(d) Use to detect Emergency

- (B) Answer the following questions in *two* sentences : 4
- (1) Why is teamwork important ?
 - (2) Draw a neat signage of :
 - (i) Risk of fire
 - (ii) Risk of electric stock.
- (C) Answer the following questions in *one* sentence : 3
- (1) Define Hygiene
 - (2) Mr. Rohan has newly opened a store. Suggest him any *two* promotional techniques to promote his business.
 - (3) List down agencies that are involved in retail delivery services.
3. (A) Choose the correct alternative from the given option and rewrite complete sentence : 3
- (1) Borkers, Magsons and Bagayatdar are examples of _____.
[Market Place, Malls, Supermarket, General Store]
 - (2) A business process that enables retailers to procure goods directly from a supplier is _____.
[Direct Store Delivery, Direct Customer Delivery, Direct Home Delivery, Direct Delivery]
 - (3) The process of working collaboratively with a group of people in order to achieve a common goal is _____.
(Goal, Aim, Career, Teamwork)
 - (4) The goods are physically handed over to the buyer to take possession of the goods is _____ delivery.
[Actual, Symbolic, Constructive Delivery, Attornment]

(5) The community based organizations that are owned and managed by consumer are _____.

[Franchises, Individual Retail, Chain Retailer, Consumer-Cooperatives]

(6) Which of these is not a right of employee that they are entitled to during the course of their employment ?

[Sexual Harassment, No Leave, Timely Salary, Notice Period]

(B) Answer the following questions in *two* sentences : 4

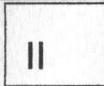
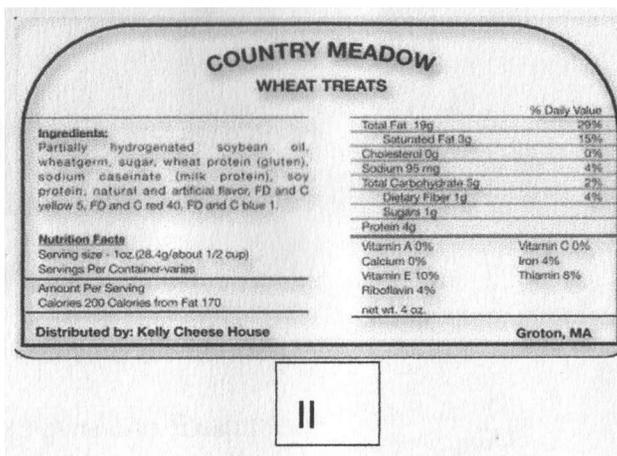
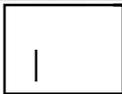
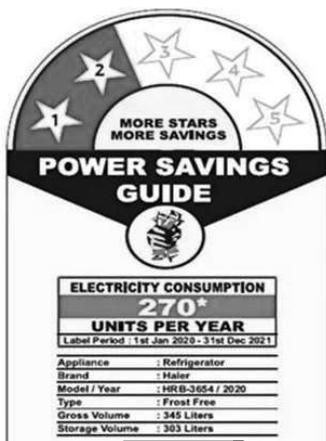
(1) Distinguish between store based retailing and non-store based retailing (any *two* points).

(2) List documents required while delivering products to retailer.

(C) Answer the following questions in *one* sentence : 3

(1) Write full form of MBO.

(2) Identify the labels used in retail.



(3) Define the term “Closing the sale”.

4. (A) Give one word for the following : 1
- (1) (I) Device that captures and documents individual's actions and behaviours.
- (II) A heavy-duty metallic box designed to hold cash in addition to important documents and other sensitive items.
- (2) Compare the Co-ordination in first pair and complete the second pair : 1
- (I) Information about price of the product : Label; Wrapper of product:_____
- (II) Paper : Type A Fire ; Computer : _____
- (3) Match the following items in column **A** with Correct items in column **B** and write the correct pair : 1



(a) Fire Alarm

(II) 

(b) Trolley

(c) Fire hose

(d) Forklift truck

- (B) Answer the following questions in *two* sentences : 4
- (1) List and explain any *two* stock control methods.
- (2) How retailer can deal with angry customer ?

(C) Answer the following questions in *one* sentence.

3

(1) What is Hypermarket ? Give one example.

(2) Design an invoice using following details :

Date : 23 April 2020

Name of Retailer : Mr. Verma

Name of Buyer : Mr. Sharma

Items purchased	Qty	Price/item
Toothbrush	4	20

(3) Name the different skills required for achieving team goals.