

Total number of printed pages : 2

NB-T/R(V)

2021
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 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. The duties of a customer after receiving goods is to
 - a) accept the delivery note
 - b) reject the delivery note
 - c) ignores the delivery note
 - d) returns the delivery note
- ii. Two or more retail outlets under a common ownership is called
 - a) independent retailer
 - b) franchise
 - c) chain retailer
 - d) departmental store
- iii. The form of retailing in which the products are advertised on television is
 - a) telemarketing
 - b) direct selling
 - c) supermarket
 - d) departmental store
- iv. Retailers selling products in person-to-person contact with customers is
 - a) public selling
 - b) wholesale
 - c) individual selling
 - d) personal selling
- v. The type of customer who keeps on coming back for more are the
 - a) new customer
 - b) existing customer
 - c) impulsive customer
 - d) loyal customer
- vi. The full form of CDC is
 - a) Centres for Disease Control
 - b) Community Disease Centre
 - c) Clinic for Disease Control
 - d) Central Department Clinic
- vii. The most vulnerable to infectious disease in the retail environment are
 - a) cleaners
 - b) sales personnel
 - c) young children
 - d) elderly customers
- viii. Which of the following is a formal greeting?
 - a) Hi
 - b) Hey
 - c) Hello
 - d) What's up
- ix. It is a document present on a computer that is connected to the internet.
 - a) Web browser
 - b) Web page
 - c) Hyperlinks
 - d) Bandwidth
- x. Which of the following is a renewable resource?
 - a) Coal
 - b) Solar energy
 - c) CNG
 - d) Petroleum

Answer the following questions in one word or one sentence:

- 2. What is direct selling? 1
- 3. Who is a potential customer? 1
- 4. What is machine guarding? 1
- 5. What is meant by hazardous goods? 1
- 6. What is customer's delight? 1
- 7. Mention the two types of questions. 1
- 8. What is electronic mail? 1
- 9. What is green skill? 1

Answer the following questions in 20-50 words:

- 10. What rights does the contractor have when goods are not delivered on time? 2
- 11. What is meant by retail store operations? 2
- 12. What is automatic vending? 2
- 13. What is workplace violence? 2
- 14. Write any two duties of employees in chemical management. 2
- 15. State any two organizational value system of the Tata Group. 2
- 16. Mention any two importance of personal hygiene. 2
- 17. Write any two benefits of entrepreneurship. 2

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

- 18. Write four procedures of goods acceptance during its delivery. 4
- 19. Explain any four types of store based retailer on the basis of merchandise offered. 4
- 20. Explain any two type of non- store sellers. 4
- 21. Explain four areas in retail store which can be made hygienic for customers. 4
- 22. Explain any four retail hazards that are most likely to impact safety in workplace. 4
- 23. What is employee's right? Explain any three important rights applicable to all employees in India. 1+3=4
