

Total number of printed pages : 2

NB-T/R(V)/1

2024
Retail (Vocational)

Total marks : 50

Time : 2 hours

General instructions :

- i) *Approximately 10 minutes is allotted to read the question paper and revise the answers.*
- ii) *All questions are compulsory.*
- iii) *The question paper consists of 21 questions.*
- iv) *Marks allocated to every question are indicated against it.*
- v) *Write the correct question number in your answer sheet to indicate the option being attempted.*

N.B: *Check to ensure 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 only people who often interact directly with customers are
 - a) wholesalers
 - b) importers
 - c) retailers
 - d) distributors
- ii. Stock should be maintained so as to mitigate uncertainties in
 - a) wholesale operation
 - b) supply or demand
 - c) market operation
 - d) store operation
- iii. To remain competitive, it is essential to provide high quality service, trustworthiness and
 - a) transparency
 - b) commitment
 - c) credibility
 - d) compatibility
- iv. The process of bringing products from a retailer or other point of sale to the customers' door is known as
 - a) transportation
 - b) delivery
 - c) business
 - d) retailing
- v. Which of the following is **not** a cause of accident in retail stores?
 - a) Even floor conditions
 - b) Leaky ceilings
 - c) Narrow walkways
 - d) power short-circuit
- vi. An agreement made between two parties is also known as
 - a) reconciliation
 - b) cooperation
 - c) contract
 - d) commitment
- vii. Public signs and visual symbols are part of
 - a) written communication
 - b) verbal communication
 - c) visual communication
 - d) non-verbal communication
- viii. It is generated by pent-up worries, frustration and apprehension.
 - a) Survival stress
 - b) Environmental stress
 - c) Work-related stress
 - d) Internal stress
- ix. What are small pictures on the desktop called?
 - a) Icons
 - b) Wallpaper
 - c) Taskbar
 - d) Notification bar

- x. Which of the following is **not** a commercial function of entrepreneur?
 - a) Production
 - b) Policy making
 - c) Finance
 - d) Accounting

Answer the following questions in one word or one sentence:

- 2. What is batch control? 1
- 3. State any two factors that affects loading and unloading of merchandise. 1
- 4. What is accident? 1
- 5. What is constructive feedback? 1
- 6. Mention any two principles of effective communication. 1
- 7. Write any two types of self-awareness. 1
- 8. What is a file? 1
- 9. Who is an entrepreneur? 1

Answer the following questions in 20-50 words:

- 10. Write any two duties and responsibilities of the store operations assistant. 2
- 11. Define the term 'retail operation'. Mention any two retail activities. 1+1=2
- 12. Mention any two problems associated with retail transportation. 2
- 13. Write two manners on how retail bagging is done. 2
- 14. What is workplace violence? Suggest one measure to prevent violence, shoplifting and robbery at workplace. 1+1=2
- 15. Briefly explain any two importance of feedback. 2
- 16. What is challenging work environment? State any one suggestion to inspire an employee amid challenging workplace condition. 1+1=2
- 17. Mention two main principles of sustainable development. 2

Answer the following questions in 60-100 words:

- 18. a) What is stock control? Briefly explain any three techniques of stock control. 1+3=4

Or

 - b) Briefly explain any four points that need to be considered while responding to customer queries and feedback. (4)
- 19. a) Explain four rules regarding delivery of goods. 4

Or

 - b) Explain the procedures of delivery of items in the case of store shipping. 4
- 20. Explain four common safety concerns in retail store. 4
 - 21. 'Without teamwork, a business or organization won't be able to meet its goals'. Justify the statement. 4
