

**2025**  
**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. Which of the following is a factor that affects effective communication?
    - a) Completeness
    - b) Clarity
    - c) Context
    - d) Correctness
  - ii. The act of performing something without expecting any apparent external rewards is known as
    - a) Extrinsic motivation
    - b) Intrinsic motivation
    - c) Self-motivation
    - d) Self-regulation
  - iii. It is a new AI based tool for computer search and also can be used for voice commands.
    - a) Cortana
    - b) Icons
    - c) Taskbar
    - d) Operating System
  - iv. Why is it important to adopt sustainable development?
    - a) For economic prosperity
    - b) For peaceful coexistence
    - c) To save poor nations
    - d) To save ecology and environment
  - v. Who is considered as a 'king' in today's fast-paced world?
    - a) Consumers
    - b) Retailers
    - c) Wholesalers
    - d) Distributors
  - vi. One of the most crucial aspects of retail space design is
    - a) signage
    - b) shelving
    - c) lighting
    - d) storing
  - vii. It is a step in delivery that can significantly impact the experience of the customers.
    - a) Packaging
    - b) Services
    - c) Shipping
    - d) Transportation
  - viii. Which of the following is not a cause of emergency in retail stores?
    - a) Insect bites
    - b) Explosion
    - c) Electrocution
    - d) Racking

- ix. The general duty of the employer is to take every reasonable precaution for the protection of
  - a) Customers
  - b) Workers
  - c) Partners
  - d) Managers
- x. It helps the team to connect, perform better and become stronger as professionals.
  - a) Share work
  - b) Realistic commitments
  - c) Proper planning
  - d) Value system

**Answer the following questions in one word or one sentence:**

- 2. Define haptics. 1
- 3. State any two factors that are considered to be causes of stress in modern times. 1
- 4. What is computer software? 1
- 5. Write one objective of Sustainable Development Goals. 1
- 6. Define retail operations. 1
- 7. What is direct store delivery? 1
- 8. What does Occupational Safety and Health (OSH) focus on? 1
- 9. State one example of discrimination in retailing. 1

**Answer the following questions in 20-50 words:**

- 10. Briefly explain two advantages of choosing entrepreneurship as a career. 2
- 11. Write any two guidelines to be followed for safe handling of products while shelving. 2
- 12. Mention any two core competencies required for store operation assistants. 2
- 13. Briefly explain two common modes of retail transportation. 2
- 14. What is online shopping? Name any two prominent delivery services available in Nagaland. 1+1=2
- 15. Suggests two ways to maintain hygiene in a retail store. 2
- 16. Differentiate between health and hygiene. 2
- 17. Suggests four ways on how to work effectively in a team. 2

**Answer the following questions in 60-100 words:**

- 18. Explain any four retail categories based on ownership structure. 4
- 19. a. State any two objectives of retail transportation. Explain the solutions to overcome problems in retail transport. (1+3=4)

**Or**

- b. Explain any four factors to be kept in mind during delivery of products. 4
- 20. Explain four guidelines and instructions to be followed for lifting and handling equipment in retail store. 4
- 21. a. Explain any four rights of employees in an organisation. 4

**Or**

- b. Discuss the various skills required for achieving goals. 4

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