

Total number of printed pages : 2

NB-XII/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.*

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 one of the following is **not** a stage of active listening?
 - a) Understanding
 - b) Responding
 - c) Filtering
 - d) Evaluating
- ii. It is located at the top and shows the name of the current spreadsheet.
 - a) Status bar
 - b) Title bar
 - c) Menu bar
 - d) Toolbar
- iii. The capacity to control and make decisions before others is known as
 - a) ability
 - b) deterrent
 - c) capability
 - d) initiative
- iv. Identify the benefits of green jobs.
 - a) Energy independence
 - b) Agricultural promotion
 - c) Technology advancement
 - d) Transportation development
- v. The most effective way to identify customer problems is
 - a) market review
 - b) community forums
 - c) customer feedback
 - d) social media
- vi. Providing the customers with a range of options to address their issue is to
 - a) improve customer relation
 - b) improve reputation
 - c) offer solutions
 - d) follow up
- vii. It is essential for the success of any retail business.
 - a) Customer service
 - b) Customer record
 - c) Good customer
 - d) Brand recognition
- viii. A retail business that prioritize the needs of its customers above all else in order to effectively deliver a good customer experience is known as
 - a) retailer-centric
 - b) business-centric
 - c) customer-centric
 - d) service-centric
- ix. The ability to consistently and precisely deliver the promised service is referred to as
 - a) responsiveness
 - b) promptness
 - c) tangibility
 - d) reliability

- x. The first step a sales associate should take to address anti-discrimination in a retail store is to create
 - a) a clear and comprehensive anti-discrimination policy
 - b) a clear and comprehensive anti-discrimination plan
 - c) a clear and comprehensive justice policy
 - d) a clear and comprehensive impartiality plan

Answer the following questions in one word or one sentence:

- 2. List any two barriers to active listening. 1
- 3. Write any two tasks of spreadsheet. 1
- 4. What is startup? 1
- 5. State any two importance of green jobs. 1
- 6. What is product organization in retail business? 1
- 7. Write any two reasons for not meeting customer expectations. 1
- 8. List any two widely used techniques for getting client feedback. 1
- 9. Why is workplace appearance important? 1

Answer the following questions in 20-50 words:

- 10. What is stress? Suggest one way to manage stress. 1+1=2
- 11. Briefly explain any two rules for handling customer problems. 2
- 12. Suggest two ways to resolve customer complaints while negotiating. 2
- 13. What is customer data? State one reason why customer data is important. 1+1=2
- 14. State any two guidelines to be followed to respond appropriately to customers. 2
- 15. What is customer feedback? Why is client feedback vital for retailers? 1+1=2
- 16. Briefly explain any two factors affecting consumer behavior. 2
- 17. If a sales associate experiences or witnesses sexual harassment in a retail store, explain any two steps that should be taken. 2

Answer the following questions in 60-100 words:

- 18. (a) What is negotiation? Briefly explain three reasons why negotiation skills are essential in the workplace. 1+3=4

Or

 - (b) Explain any four features of good customer service that every store should incorporate. (4)
- 19. (a) What is customer retention? Explain three ways to retain customer. 1+3=4

Or

 - (b) Briefly explain four benefits of customer relationship management. (4)
- 20. Explain four pre-requisites for good customer service. 4
 - 21. Explain four features of work team. 4
