

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.*

**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. Convictions or acceptance that something is true or exists, often without evidence or proof is known as
  - a) emotions
  - b) trust
  - c) assumptions
  - d) beliefs
- ii. Emotional and impulsive personality disorder is characterized by
  - a) pervasive distrust
  - b) emotional instability
  - c) social inhibition
  - d) feeling of inadequacy
- iii. It is the name of the element in which the address of the active cell is displayed.
  - a) Name box
  - b) Status bar
  - c) Title bar
  - d) Function wizard
- iv. Which of the following is not a part of solid waste management?
  - a) Waste to energy
  - b) Recycling
  - c) Composting
  - d) Water treatment
- v. In customer service, active listening skills are essential to
  - a) expand business
  - b) increase profit margin
  - c) provide customer care
  - d) analyze feedback
- vi. The process of identifying and creating a new product idea along with all of its requirement is known as
  - a) product planning
  - b) product organization
  - c) product structure
  - d) product distribution
- vii. It is important because it allows retail businesses to optimize platforms by understanding various aspects of customer interactions.
  - a) Customer management
  - b) Customer information
  - c) Customer service
  - d) Customer data
- viii. It is based on how often a single customer buys from one particular outlet.
  - a) Customer satisfaction
  - b) Customer loyalty
  - c) Customer retention
  - d) Customer choice
- ix. It can help sales associates perform each task consistently to produce the desired outcome.
  - a) Checklists
  - b) Notes
  - c) Dairies
  - d) Inventories

- x. Who is responsible for guiding a team of people during a particular initiative or towards a specific goal?
  - a) Team Captain
  - b) Team Coach
  - c) Team Manager
  - d) Team Leader

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

- 2. Define active listening. 1
- 3. Write any two sources of motivation. 1
- 4. What is a spreadsheet? 1
- 5. What is meant by green jobs? 1
- 6. List any two rules for handling customer problems. 1
- 7. What is customer communication? 1
- 8. Write any two social factors affecting customer behavior. 1
- 9. State one responsibility of an employee in retail business. 1

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

- 10. Briefly explain any two roles and functions of an entrepreneur. 2
- 11. What is meant by customer problem? Mention any two types of customer problems. 1+1=2
- 12. State two benefits of sharing and retrieving the customer service data for retailers. 2
- 13. Briefly explain any two ways to collect customer service information. 2
- 14. State two reasons to justify why customer relationship management is important. 2
- 15. Write two differences between CRM and eCRM. 2
- 16. Briefly explain two consumer service performance meters. 2
- 17. Give two reasons to justify why workplace appearance is important. 2

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

- 18. Explain four methods of dealing with customer service problems by sales associate in a retail store. 4
- 19. Explain four process of product planning. 4
- 20. a. Explain any four process of customer relationship management. 4
- Or**
- b. Explain four types of retail services.
- 21. a. Explain four ways that will help to identify opportunities for improvement in customer services. 4
- Or**
- b. Explain any four roles and responsibilities of team members in a retail business.

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