

Total number of printed pages : 2

NB-XI/R(V)/1

2022
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 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. Retail store offer sale of goods and services from individuals to
 - a) end user
 - b) consumers
 - c) ultimate user
 - d) distributor
- ii. Credit check strategy is adopted by retailers to check the customer's
 - a) credit limit
 - b) debit limit
 - c) credit worthiness
 - d) financial profile
- iii. These are tradeoffs or cash incentives directly provided by the vendors to the retailers.
 - a) In-store activities
 - b) Pack design
 - c) Window display
 - d) Trade incentives
- iv. A product is an item offered for
 - a) promotion
 - b) sale
 - c) transportation
 - d) brand name
- v. A state of complete physical, mental and social wellbeing is known as
 - a) safety
 - b) hazards
 - c) health
 - d) hygiene
- vi. Which of the following is **not** a type of equipment and material used in retail stores for health and safety?
 - a) Fire extinguisher
 - b) First aid kit
 - c) Floor marker
 - d) Trolley
- vii. By which action can the sender send a message?
 - a) Listening
 - b) Speaking
 - c) Reading
 - d) Learning
- viii. Which of the following can help to manage time better?
 - a) Talking to friends
 - b) Making a to-do-list
 - c) Through counseling sessions
 - d) Through goal setting

- ix. Which of the following short cut key is used to start the spell checker?
 - a) F5
 - b) F6
 - c) F7
 - d) F9

- x. The initiative that is associated with Open Defecation Free India is the
 - a) Swachh Bharat Abhiyan
 - b) Green India Mission
 - c) National Green Tribunal
 - d) National Solar Mission

Answer the following questions in one word or one sentence:

- 2. What is a credit sale? 1
- 3. Define pro forma sales. 1
- 4. What is post-sale service? 1
- 5. What is safety? 1
- 6. State any one example of formal greetings. 1
- 7. Write one important point on personal hygiene. 1
- 8. What is a word processor? 1
- 9. Write any one role of private agencies in promoting green economy. 1

Answer the following questions in 20-50 words:

- 10. List any two essential requirements of retailers. 2
- 11. Write any two steps that need to be followed before granting credit. 2
- 12. What is direct sale? Mention the two business models in direct sale. 1+1=2
- 13. Write any two steps to handle customer complaints. 2
- 14. State any two benefits of maintaining records of customer information. 2
- 15. Write any two procedures that need to be followed by retailers in dealing with accidents and emergencies. 2
- 16. What is occupational health and safety? Write one action to deal with health and safety risk at retail stores. 1+1=2
- 17. What is business idea? 2

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

- 18. Explain the 4Ps of customer service. 4
- 19. Briefly explain the techniques for determining credit worthiness of customers. 4
- 20. Explain any four factors that influence the successful closing of sales. 4
- 21. Explain any four personalised sales support. 4
- 22. Explain four duties of sales associate. 4
- 23. Explain any four ways to encourage colleagues to follow health and safety norms. 4
