

2020
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. no.18 to 23 where general option is given.*
- iii) *The question paper consists of 23 questions.*
- iv) *Marks allotted to every question are indicated against it.*

N.B: *Check 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 purpose of retail business is to
 - (a) go for partnership
 - (b) make maximum promotion
 - (c) expand to other areas
 - (d) offer products and services
- ii. Which of the following measures the credit worthiness of the customers?
 - (a) Credit report agencies
 - (b) Marketers
 - (c) Credit sales
 - (d) Stockist
- iii. Package design is a sales promotion technique initiated by the
 - (a) producers
 - (b) consumers
 - (c) retailers
 - (d) manufacturers
- iv. What is required of a sales associate to help customer to buy?
 - (a) Techniques
 - (b) Product knowledge
 - (c) Skills
 - (d) Required qualifications
- v. Contact with electrical equipment can cause
 - (a) shock
 - (b) trip
 - (c) slip
 - (d) fall
- vi. Which of the following can help in better time management?
 - (a) Taking advises from friends
 - (b) Prepare a to-do-list
 - (c) Rising early in the morning
 - (d) Punctuality
- vii. Which short cut key is used to create a new word document?
 - (a) Ctrl+B
 - (b) Ctrl+C
 - (c) Ctrl+I
 - (d) Ctrl+N
- viii. A business that converts raw materials into finished products is called
 - (a) Trading
 - (b) Retailing
 - (c) Manufacturing
 - (d) Services
- ix. Which of the following action will promote green economy?
 - (a) Sustainable development
 - (b) Re-use
 - (c) Re-cycle
 - (d) Use of non-renewable resources

- x. Open-Defecation Free India is an objective of
(a) Enbiolet Green Solution Foundation (b) Swachh Bharat Abhiyan
(c) Swachh Cooperative (d) Green India Mission

Answer the following questions in one word or one sentence:

2. Who are the intermediaries in the distribution channel? **1**
3. Define credit sale. **1**
4. What are direct sales? **1**
5. What is meant by 'balance sheet close'? **1**
6. What is safety? **1**
7. What is customer survey? **1**
8. Who is an entrepreneur? **1**
9. What is waste management? **1**

Answer the following questions in 20-50 words:

10. List any two essential requirements of retailers. **2**
11. What does transfer of property mean in the contract of sale? **2**
12. Mention any two objectives of sales promotion. **2**
13. State any two policies to be followed by sales associate in giving information to the customer. **2**
14. What is ergonomics? Give an example. **1+1=2**
15. Mention any two safety equipments and materials used in retail store and write their purposes. **1+1=2**
16. What is post-sales service support? Mention any two types of post-sales service support. **1+1=2**
17. Distinguish between verbal and non-verbal communication. **2**

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

18. Explain any four types of retail business establishments based on merchandise offered. **4**
19. Explain the 4Ps of customer service. **4**
20. Describe any four techniques used for determining credit worthiness. **4**
21. Explain any four methods of selling. **4**
22. Discuss the need for arranging products in a retail store. **4**
23. Why is promise to customer important? Briefly explain any three types of promises made to customer. **1+3=4**
