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Time : 1½ Hours**RETAIL****Subject Code**

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Total No. of Questions : 42 (Printed Pages : 10)**Maximum Marks : 40**

INSTRUCTIONS : (i) *All questions are compulsory.*(ii) *Write the question numbers clearly.*(iii) *Figures to the right indicate full marks.*

Choose the correct alternative from the given options and rewrite complete sentence : **½×6=3**

1. A is a paid service can be installed in retailers' site where customer can offer suggestion.

- User Echo
- Suggestion box
- Facebook
- Instagram

2. Soft drinks, ice-creams, chocolates and biscuits are products that fall under buyer category.

- Impulsive
- Discounted
- Wondering
- Expensive

3. The one of the following is an example of hybrid intangible service offering.
- Farming
 - Mining
 - Insurance
 - Teaching
4. One of the following is not a source of identifying customer problem by the retailer :
- Feedback of sales associate
 - Customer meet
 - Social group
 - Executive meet
5. Service delivery becomes difficult without the support of the
- Character
 - Customer
 - Competitor
 - Community
6. The agreement used to define the outlines of employment details is classified as agreement.
- Financial
 - Closing
 - Negotiation
 - Employment

Answer the following questions in *two* sentences each : **2×2=4**

7. What are the benefits of green jobs ? Give any *four* points.
8. Differentiate between CRM and E-CRM.

Answer the following questions *one* sentence each : **1×3=3**

9. What is customer feedback ?
10. APG Sweet Mart gives qualitative service for their customers as a result they have more 3 new outlets within the state. List down any *two* impacts of good customer service.
11. “Libra car accessories store” close down due to less stock available and not good customer service. Mr. Manuel a manager of the store, face loss in his business. What are the barriers which he can overcome and achieve success in his business ? (Give *two* points)

State whether the following statements are true or false : **1**

12. An effective customer relationship management system, is all about recognizing the customer equally and systematically.
13. Eye contact is when you look down on someone while they are talking.

Give a single term for the following :

1

14. Raju has feeling of emptiness, rejection and suicide. Name the type of personality disorder he is suffering from

- Paranoid
- Borderline
- Dependent
- Histrionic

15. Self-management skills refers to oriented.

- Unplanned
- Negativity
- Anger
- Goal

16. **Match the following items in Column A with correct items in Column B and write the correct pair :**

1

Column 'A'

Column 'B'

(i) Turning thoughts into
information

(a) Decoding message

(b) Passive listening

(ii) Listening and providing
feedback

(c) Encoding message

(d) Active listening

Answer the following questions in two sentences each : 2×2=4

17. You have summer vacation project on self-employment. You have done a lot of research, clicked pictures of different business units and taken videos of people who are self-employed. Now you have to make a presentation before the class. How will you create a new presentation ?

18. How will you deliver good customer service ? (Give any *four* points)

Answer the following questions in *one* sentence each : 1×3=3

19. Discuss the reason for gap between retailer's service and customer expectation. (any *two* points)

20. Ram who is not able to speak, use non-verbal communication to communicate with his family. Name any *two* examples of non-verbal communication.

21. Define customer service.

Choose the correct alternative from the given options and rewrite the complete sentence : ½×6=3

22. A customer or consumer is when actual performance exceeds the expected performance of the product.

- Dissatisfied
- Angry
- Delighted
- Unhappy

23. The is a best describes team work.

- Individuals working independently.
- Co-operation among team members.
- A competitive environment.
- Ignoring team objective.

24. A benefit granted for women in an industry at the time of pregnancy.

- Health and Safety
- Employees Provident Fund
- Gratuity
- Maternity

25. Seema's job role is receiving the goods, delivering the products, providing necessary information to customers appropriately and systematically. Seema is a

- Cashier
- Retail sales associate
- Consumer
- Producer

26. In order to meet customer expectation, it is important to verify KYC which means

- Know Your Computer
- Know Your Customer
- Know Your Company
- Know Your Complains

27. Mr. Sonu a sales associate fails to give service to customer, due to in his store.

- Fulfillment of promises
- Good presenting skill
- Understanding customer
- Non-delivery of quality goods

Answer the following questions in two sentences each : 2×2=4

28. In order to improve product image in the mind of customers. Feedback plays an important role. List any *four* benefits of collecting customer feedback.

29. Nest Beauty and Spa saloon works very smoothly for a few months suddenly there was downfall of customers Walkin's. As a manager how will you improve customer retention. (Give any *four* points)

Answer the following questions in *one* sentence each : **1×3=3**

30. After struggling a lot Sara open her first boutique store at Ponda city. Which competences make Sara a successful entrepreneur ? Mention any *two* points.
31. Give any *two* points on various factor influencing self-motivation.
32. Almost every aspect of retail has changed, from traditional means to in-store shopping to e-commerce, cash payment to cashless payments. Name any *two* types of changes which retail organization has to adopt in order to sustain in the market.

State the following statements are true or false : **1**

33. Talking among each other to sort out problems is a good way of communication.
34. The ability of a business to increase the number of repeat customers and to increase the profitability is called customer retention.

Give a single term for the following : **1**

35. Mohan the retailer recognized customer needs or desire, and consistently deliver high quality goods and services. Mohan understands
- Customer retention
 - Customer expectation
 - Customer feedback
 - Customer service

36. Customized products and services for customers and interaction to individual customers are part of relationship management.

- Company
- Retailer
- Supplier
- Customer

37. Match the following items in Column A with correct items in Column B and write the correct pair : 1

Column 'A'

Column 'B'

(i) Twitter

(a) Website

(ii) Courtesy

(b) Politeness

(c) Rude

(d) Social media

Answer the following questions in *two* sentences each : 2×2=4

38. State and explain the benefits of Customer relationship management (give 4 points).

39. River stone event company is very famous in organizing events. The manager is very cautious about presenting his/her employees' personality. What precautions has to be taken by male/female staff while working in an organization ?

Answer the following questions in *one* sentence each :

1×3=3

40. Give any *two* effective ways of getting customer feedback.
41. What is an open-ended question ?
42. In a competitive market it is important to understand needs and wants of customers. What are the ways to meet customer expectation.
(Give *two* ways)