

Total number of printed pages : 2

NB-T/R(V)

2021

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 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 duties of a customer after receiving goods is to
 - a) accept the delivery note
 - b) reject the delivery note
 - c) ignores the delivery note
 - d) returns the delivery note
 - ii. Two or more retail outlets under a common ownership is called
 - a) independent retailer
 - b) franchise
 - c) chain retailer
 - d) departmental store
 - iii. The form of retailing in which the products are advertised on television is
 - a) telemarketing
 - b) direct selling
 - c) supermarket
 - d) departmental store
 - iv. Retailers selling products in person-to-person contact with customers is
 - a) public selling
 - b) wholesale
 - c) individual selling
 - d) personal selling
 - v. The type of customer who keeps on coming back for more are the
 - a) new customer
 - b) existing customer
 - c) impulsive customer
 - d) loyal customer
 - vi. The full form of CDC is
 - a) Centres for Disease Control
 - b) Community Disease Centre
 - c) Clinic for Disease Control
 - d) Central Department Clinic
 - vii. The most vulnerable to infectious disease in the retail environment are
 - a) cleaners
 - b) sales personnel
 - c) young children
 - d) elderly customers
 - viii. Which of the following is a formal greeting?
 - a) Hi
 - b) Hey
 - c) Hello
 - d) What's up
 - ix. It is a document present on a computer that is connected to the internet.
 - a) Web browser
 - b) Web page
 - c) Hyperlinks
 - d) Bandwidth
 - x. Which of the following is a renewable resource?
 - a) Coal
 - b) Solar energy
 - c) CNG
 - d) Petroleum

Answer the following questions in one word or one sentence:

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|--|---|
| 2. What is direct selling? | 1 |
| 3. Who is a potential customer? | 1 |
| 4. What is machine guarding? | 1 |
| 5. What is meant by hazardous goods? | 1 |
| 6. What is customer's delight? | 1 |
| 7. Mention the two types of questions. | 1 |
| 8. What is electronic mail? | 1 |
| 9. What is green skill? | 1 |

Answer the following questions in 20-50 words:

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| 10. What rights does the contractor have when goods are not delivered on time? | 2 |
| 11. What is meant by retail store operations? | 2 |
| 12. What is automatic vending? | 2 |
| 13. What is workplace violence? | 2 |
| 14. Write any two duties of employees in chemical management. | 2 |
| 15. State any two organizational value system of the Tata Group. | 2 |
| 16. Mention any two importance of personal hygiene. | 2 |
| 17. Write any two benefits of entrepreneurship. | 2 |

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

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| 18. Write four procedures of goods acceptance during its delivery. | 4 |
| 19. Explain any four types of store based retailer on the basis of merchandise offered. | 4 |
| 20. Explain any two type of non- store sellers. | 4 |
| 21. Explain four areas in retail store which can be made hygienic for customers. | 4 |
| 22. Explain any four retail hazards that are most likely to impact safety in workplace. | 4 |
| 23. What is employee's right? Explain any three important rights applicable to all employees in India. | 1+3=4 |
