

B-52

Roll No.

Total No. of Questions : 23]

[Total No. of Printed Pages : 4

12thARF(SZ)JKUT2024-25

352

RETAIL

(Vocational)

Time : 2½ Hours]

[Maximum Marks : 50

SECTION-A

(VERY SHORT ANSWER TYPE QUESTIONS) 1 each

1. Customer service associates should have to keep in mind a variety of factors when evaluating the safety of their store :
- (A) Fire hazards
 - (B) Air Quality
 - (C) User friendly
 - (D) All of these
2. Most of the losses occur in following :
- (A) Internal theft
 - (B) External theft
 - (C) Through theft
 - (D) All of these

12thARF(SZ)JKUT2024-25-352

B-52

Turn Over

3. Which of these is a benefit of a loyalty program ?
- (A) Increased profits
 - (B) Increased purchase by the buyer
 - (C) Both (A) and (B)
 - (D) None of these
4. Which option will you use to change the colour of the text ?
- (A) ✓ Font colour
 - (B) Font
 - (C) Format
 - (D) Highlight Colour
5. Companies get narrow reach and immediate response through social media. (True/False)
6. The retailer has the right to put their view on customer complaints. (True/False)
7. A is a request for credit. (True/False)
8. Entrepreneurs either create a new market for their services or provide a service in an existing market.

9. Name any key communication skill.
10. Define SMART.

SECTION-B

(SHORT ANSWER TYPE QUESTIONS-I)

2 each

(20-40 words each)

11. What are the career prospects in retailing.
12. List down the marketing activities generally followed in the organized retail store.
13. What do you mean by Risk ?
14. How to become result oriented ?
15. Draw a diagram showing the Big Five Factor's or Five Factor Model. <https://www.jkboseonline.com>

SECTION-C

(SHORT ANSWER TYPE QUESTIONS-II)

3 each

(50-60 words each)

16. What are the important points to be kept in mind when an associate catches a customer in a shoplifting case ?
17. Explain in detail CRM.

18. How is a credit report of a customer obtained ?

19. What are the various techniques that can help you to maintain a positive outlook in the long run ?

20. List down the stages of active listening.

SECTION-D

(LONG ANSWER TYPE QUESTIONS)

5 each

(150-200 words each)

21. Explain in detail Entrepreneur. State the qualities of a successful Entrepreneur.

Or

✓ Explain the role and importance of Green jobs.

22. Discuss the cyber security challenges in retail store.

Or

What are the benefits of using Radio marketing for propagating loyalty schemes ?

✓ 23. Explain the behavioural aspects in dealing with customers and superiors.

Or

State and discuss the essentials of a contract of sale.