

XIIARJKUT23

9157

RETAIL

(Vocational)

Time : 2½ Hours]

[Maximum Marks : 60

SECTION-A

(VERY SHORT ANSWER TYPE QUESTIONS) 1 each

1. Which of the following softwares can be used to compile/analyze sales reports ?

(A) MS Word	(B) MS Excel
(C) MS Powerpoint	(D) Notepad

2. Which of the following commands is used to save a file in Microsoft Excel ?

(A) Ctrl + B	(B) Ctrl + C
(C) Ctrl + S	(D) Ctrl + P

3. Which of the following skills are necessary to achieve organizational objectives ?
- (A) Communication skills (B) Team-work
(C) Decision-making ability (D) All of these -
4. A retailer must install CCTV's and motion sensors to avoid theft at his retail store.
(True/False)
5. Losses may occur in a retail store due to :
- (A) Internal theft (B) External theft
(C) System errors (D) All of these. -
6. Loyalty programme aim to :
- (A) provide customer satisfaction
(B) make customers loyal
(C) provide value of money
(D) All of these -
7. The goals of the loyalty programme should be very clear.
(Fill in the blank).
8. Customer loyalty programme is aimed to harm customers.
(True/False)
9. Customer need to know the information regarding :
- (A) Product (B) Store area
(C) Income of retailer (D) Owner of the shop
10. How to deal with the rude customer of floor ?
- (A) Politely (B) Rudely
(C) Not listening to them (D) By ignoring them

SECTION-B

(SHORT ANSWER TYPE QUESTIONS-I)

2 each

(20-40 Words)

11. What do you understand by Verbal and Non-verbal Communication ?
12. What is ICT ?
13. What are Green Jobs ?
14. What are the objectives of a Loyalty Programme ?
15. What are the benefits of e-CRM ?
16. Why is bullying harmful in a team-work ?
17. Why is grooming important for a Female Retail Executive ?

SECTION-C

(SHORT ANSWER TYPE QUESTIONS-II)

3 each

18. What are the basic parts of Speech ?
19. What is Spreadsheet and what are its types ?
20. What is the procedure to report a shoplifting case in a retail store ? <https://www.jkboseonline.com>
21. What are the different cyber security challenges in Retail ?
22. What are the features of a good loyalty programme ?
23. What is a complaint and what are the duties of a retailer regarding complaints ?
24. What is credit sale and what are the features of credit sale ?

Turn C

SECTION-D
(LONG ANSWER TYPE QUESTIONS)

5 each

(150-200 Words)

- 25.** What are the barriers of Communication ? Explain in detail.

Or

Define the following (any *three*) :

- (i) Self-motivation
- (ii) Positive Attitude
- (iii) Intrinsic Motivation
- (iv) Personality Traits

- 26.** What are the methods to minimize risks in a retail store ? What are the different devices used to improve security in a retail store ?

Or

What are the *five* elements of Loss Prevention ? Explain in detail.

- 27.** What is a work team in retailing ? Explain the anti-discrimination laws designed for each employee in retail.

Or

What are the different duties and responsibilities of a retail store employee ? Explain in detail.