

Government of Karnataka

Karnataka Secondary Education Examination Board

Question Paper

ANSWER KEY

A

CCE RF
Revised Syllabus

NSQF LEVEL-2

KARNATAKA SCHOOL EXAMINATION AND ASSESSMENT BOARD,
MALLESHWARAM, BENGALURU – 560 003
NSQF LEVEL-2, MARCH/APRIL 2025 EXAMINATION-1

MODEL ANSWERS

Date : 04. 04. 2025] **CODE NO. : 87-EK**

Subject : Retail

(English Medium)
(Regular Fresh)

[Max. Marks : 60

Qn. Nos.	Value Points	Total	
	PART-A		
I.	***Four* alternatives are given for each of the following questions / incomplete statements. Choose the correct alternative and write the complete answer along with its question number and alphabet :** **3 × 1 = 3**		
1.	"Sham bought a pen; he has a great pen collection." The pronoun in this sentence is (A) Sham (B) bought (C) he (D) has **Ans.** (C) he		1
2.	Ravi works hard to get the best student award at the end of the year. What type of motivation is this ? (A) Internal (B) External (C) Emotional skill (D) Overconfident **Ans.** (B) External		1

Qn. Nos.	Value Points	Total
3.	The valid file extension for notepad file is (A) .jpg (B) .doc (C) .text (D) .txt **Ans.** (D) .txt	1
II.	**Answer the following questions : 2 × 1 = 2**	
4.	Why is 'enter key' used in the computer ? **Ans.** It is the one of the most important functional keys in the computer to move the cursor to the beginning to a new line.	1
5.	Write any two basic ways in which people can help for sustainable development of goals. **Ans.** i) Quality education ½ ii) Clean water and sanitation ½ iii) Affordable and Clean energy iv) Reduce inequalities (Any *two*)	1
III.	**Answer the following questions : 2 × 2 = 4**	
6.	What is time management ? **Ans.** Time management is the ability to plan and control, how you spend the hours of your day well and do all that you want to do. **OR** How do you find your weakness ? **Ans.** i) Point out the areas, where you struggle and the things you find difficult to do. 1 ii) Be open to feed back and accept your weakness without feeling low 1 iii) Look at the feedback others usually give you.	2 2

Qn. Nos.	Value Points	Total	
7.	Mention four qualities one should have to become a successful entrepreneur. **Ans.** i) He/she must believe in him/her self. ii) He/she should be confident and take business decision. ½ iii) If the idea did not work but it is okay then keep trying new ideas. ½ iv) Running his/her business is difficult but he/she should be patient because he/she knows success will come soon. ½ v) He/she gives a creative and different solutions to the problem that is why he/she is successful. ½		2
IV.	**Answer the following question : 1 × 3 = 3**		
8.	Explain the meaning of verbal communication, write its advantages and disadvantages. **Ans.** Verbal communication includes sounds, words, language and speech. Speaking is one of the most effective and commonly used way of communicating. 1 <u>Advantages</u> : i) It is an easy mode of communication in which you can exchange ideas by saying what you want and get a quick response. 1 ii) Verbal communication also enables you to keep changing your interaction as per the other person's response. <u>Disadvantages</u> : i) It depends on written or spoken words. Sometimes the meaning can be confusing and difficult to understand if the right words are not used. 1		3

Qn. Nos.	Value Points	Total
	PART-B	
V.	***Four* alternatives are given for each of the following questions / incomplete statements. Choose the correct alternative and write the complete answer along with its question number and alphabet :** **7 × 1 = 7**	
9.	Which of the following activities comes under retail ? (A) Receiving of goods (B) Do not remove dust (C) Damages of goods (D) Not receiving goods **Ans.** (A) Receiving of goods	1
10.	The part of online shopping is (A) Integrated planning (B) Offline marketing (C) Goods delivery (D) *E*-commerce **Ans.** (D) *E*-commerce	1
11.	The type of surface transport is (A) Flights (B) Rails (C) Ships (D) Boats **Ans.** (B) Rails	1
12.	Which of the following is NOT under the guidelines for the delivery of goods ? (A) Time of delivery (B) Commission (C) Payment (D) Place of delivery **Ans.** (B) Commission	1

Qn. Nos.	Value Points	Total
13.	The materials that used when handling garbage and working in storage areas are (A) Safety vests (B) Cut-resistant gloves (C) Work gloves (D) Disposable gloves **Ans.** (C) Work gloves	1
14.	The expanded form of O. H. S. is (A) Occupational Health and Safety (B) Occupational Health and Service (C) Occupational Hospital and Safety (D) Occupational Health and Security **Ans.** (A) Occupational Health and Safety	1
15.	The skills of sharing of ideas into words is (A) Conceptual skills (B) Effective skills (C) Interpersonal skills (D) Communication skills **Ans.** (D) Communication skills	1
VI.	**Fill in the blanks with suitable answer : 4 × 1 = 4**	
16.	The process of removing dust, dirt or any unwanted materials is ..... . **Ans.** Cleaning	1
17.	The retail chain has been faster when new outlets are opening everyday ..... . **Ans.** Multiplying	1
18.	There are many ways to identify the ..... accidents and emergencies. **Ans.** Potential	1
19.	Every retailer should make ..... commitments. **Ans.** Realistic	1

Qn. Nos.	Value Points		Total
VII.	**Customer types meanings or behaviours are given in Column-A and Customer types are given in Column-B. Match them and write answers along with alphabets :** **4 × 1 = 4**		
20.			

Column-A	Column-B
i) The customers who visit your store and require anything	a) Upset customer
ii) The customer usually asks for a price of a product	b) Renewing customer
iii) The customer used to do a significance business in store	c) Loyal customer
iv) The customer who visit first time to the store	d) Fickle customer
	e) Daily customer
	f) New customer
	g) Different customer

Ans :

i)	c)	Loyal customer	1	
ii)	d)	Fickle customer	1	
iii)	b)	Renewing customer	1	
iv)	f)	New customer	1	4
VIII.	**Answer the following questions :** **4 × 1 = 4**			
21.	Who is store operations assistant ?			
	Ans.			
	Store operations assistant involves selling, management of goods flow, store maintenance, customer service and transaction processing and performs various functions like administrative as well		1	1

Qn. Nos.	Value Points	Total	
	as customer service.		
22.	Mention the meaning of direct store delivery.		
	Ans.		
	Direct store delivery has many advantages to producers and suppliers which leads to better access by their end customers. It helps in moving goods from the manufacturers to distributors and to end users.		1
23.	What is teamwork ?		
	Ans.		
	❖ Teamwork refers to the process of working with people to achieve pre-determined objective.	½	
	❖ Teamwork is a crucial part of business.	½	1
24.	Define management.		
	Ans.		
	Management is the process of getting people together to achieve required goals and objectives in all industries. It includes various functions like planning and controlling.		1
IX.	**Answer the following questions : 4 × 2 = 8**		
25.	Write two delivery procedures to be adopted by the retailer in case of store shopping.		
	Ans.		
	i) Once customer takes his/her purchase decision, he/she buys the goods from retail store.	1	
	ii) After customer purchases the product, retail store operations assistant gets the items packed.	1	2
26.	What are the guidelines should be followed if you are working in a retail store in case of delivery of goods ?		
	Ans.		
	i) Delivery methods	½	
	ii) Time of delivery	½	
	iii) Payment and delivery	½	
	iv) Place of delivery	½	2

Qn. Nos.	Value Points	Total	
27.	List any four emergencies at the retail workplace.		
	Ans.		
	i) Electric shock	½	
	ii) Burns	½	
	iii) Bleeding	½	
	iv) Fracture	½	2
28.	"Employers are responsible to ensure all their workers receive certain basic employment privileges." How ? Justify.		
	Ans.		
	Employers should provide some basic employment privileges to employees as follows :		
	i) Basic Right	½	
	ii) Right to privacy	½	
	iii) Right to safety	½	
	iv) Right to equality	½	2
	OR		
	"In a teamwork the employees should have some responsibilities are necessary". How ? Justify.		
	Ans.:		
	i) Perform their work carefully	½	
	ii) Observe he agrees upon working hours	½	
	iii) Keep business and trade secrets	½	
	iv) Contributing to the team success	½	2

Qn. Nos.	Value Points	Total	
X.	**Answer the following questions :** **3 × 3 = 9**		
29.	Explain the material handling activities.		
	Ans.		
	i) Receiving : When material reaches the retail store warehouse, it is received by the receiving assistant, the unloading is usually done manually or by required equipment.	½ ½	
	ii) In-store handling : There are various methods of materials handling. Manual handling is the process of carrying and moving materials.	½ ½	
	iii) Shopping : When customer enters into retail store operations assistant offers him/her a shopping bag, basket or trolley for picking the goods from store.	½ ½	3
30.	Mention the objectives of retail transport.		
	Ans.		
	i) To deliver goods to the customer in a short time.		
	ii) To deliver the goods at a minimum cost.		
	iii) To bring the manufacturer closer to the retailer.		
	iv) To reduce loading and unloading as much as possible.		
	v) To improve safety measures during transportation.		
	vi) To adopt all legal requirements during transportation.		3
	OR		
	Explain the three points to be considered under		3

Qn. Nos.	Value Points	Total	
	schedule of delivery.		
	Ans.:		
	i) Products due for delivery: This is the duty of store operation assistant to ensure that all the ordered products are packed and due for delivery.	1	
	ii) Equipment and paper work needed in delivery : Store operation assistant should check all ordered items packed properly.	1	
	iii) Delivery Note : The delivery executive must get the all the delivery details like name of the customer, address, contact number and location.	1	
31.	What are the preventive measures should be followed by the employee used the forklifts in the retail store ?		
	Ans.		
	i) Do not operate the forklift unless it is running properly.	½	
	ii) Wear required PPE such as safety boots and a hard hat.	½	
	iii) Make sure the employees are trained properly.	½	
	iv) Never carry a passenger on forks	½	
	v) Never turn on a sloped surface	½	
	vi) After the using of forklifts remove the key.	½	3
XI.	**Answer the following questions : 3 × 4 = 12**		
32.	Explain the main (key) issues faced by the retailer.		4

Qn. Nos.	Value Points	Total	
	Ans.		
	i) Customer satisfaction : Retailers know that satisfied customers become loyal customers. Retailers develop strategies to build relationships.	1	
	ii) Layout : It deals with the arrangement of tools and equipment in retail store.	1	
	iii) Location : Well placed stores with high visibility and easy access may hold significantly more value than lower cost sites.	1	
	iv) Keeping peace with technology : It is entered in all retailing including customer knowledge, product improvement and many more.	1	
33.	Write the good practices of loading and unloading.		
	Ans.		
	i) When a bulk order is obtained send the delivery of the material directly from wholesaler to customer.		
	ii) Load the materials for delivery to the customer, as early as possible which helps in reduction in stock storage space.		
	iii) While handling hazardous materials extra safety measures must be taken while loading & unloading		
	iv) While loading and unloading government rules must be followed towards safety.		4
	OR		
	Mention the solutions for the problems related to retail store transportation.		
	Ans.		
	i) Make the technological innovation investment strategies necessary to easily recognize and understand the issues.	1	
	ii) Create solutions and take an action to create compelling and sustainable competitive advantages.	1	
	iii) Rapidly and successfully adopt the difficulties posed by marketing increased complexity.	1	
	iv) Make the operational investment strategies necessary to decrease a chance to sell for new		4

Qn. Nos.	Value Points	Total	
	offerings.	1	
	v) Open the basic Macros Windows to save and run the created macro. (Any *four*)		
34.	As a retail store operation assistant what preventive measures to be followed to control goods shoplifting in store ?		
	Ans.		
	i) If the employees think, someone is shoplifting contact safety or someone professional trained person.	1	
	ii) Never try to catch a shoplifter especially if the retail employee work alone.	1	
	iii) This should include the shoplifter's height, weight, skin and hair colour and outfits should be remembered.	1	
	iv) These days CCTV will be fitted in shops to control shoplifting.	1	4
	OR		
	Mention the safety measures to prevent harassments to retail employees in the retail stores.		
	Ans.:		
	i) Tell the harasser to stop do this right away by saying it or writing it in a letter or e-mail.	1	
	ii) The employee tells his/her employer to appoint someone to receive and handle harassment complaints.	1	
	iii) Talk about it with someone the employees trust.	1	
	iv) Write down each remark or describe the incident in detail.	1	4

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