Total number of printed pages : 2 *NB-XI/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. Retail has changed our lives and the way we
   a) speak b) eat
   c) live d) think

ii. Based on the information in the application of the person seeking credit, vendors, usually set
   a) credit limit b) debit limit
   c) standard limit d) time limit

iii. Which of the following is used in electronic-based sale?
   a) EMI b) EDI
   c) EMR d) EDR

iv. In order to help a customer what to buy, a sales associate must have essential and upto-date
   a) techniques b) personal skills
   c) skills of handling d) product knowledge

v. Contact with electrical equipment can cause
   a) slip b) shock
   c) fall d) trip

vi. Sending messages through images and pictures is known as
   a) verbal communication b) formal communication
   c) non- verbal communication d) visual communication

vii. A view or judgement formed about something is
   a) belief b) values
   c) opinion d) identity

viii. Which menu option has the commands as Save, Print and Close?
   a) File b) Edit
   c) View d) Format

ix. Belief in one's self and approach is

a) independence b) perseverance
c) open mindedness d) confidence

x. The mission that aims to meet India's energy needs sustainably is

a) SBA b) NGT
c) NSM d) GIM

Answer the following questions in one word or one sentence:

2. What is meant by customer service? **1**
3. What is retail credit facility? **1**
4. What is health? **1**
5. What is phonetics? **1**
6. State any one importance of grooming. **1**
7. Write the short cut key to make the text appear in italic. **1**
8. Mention any two types of business activities. **1**
9. What forms an ecosystem? **1**

Answer the following questions in 20-50 words:

10. What is organized and unorganized retailing? **2**
11. Write any two Cs of credit. **2**
12. State any two objectives of sales promotion. **2**
13. How should a sales associate reply to the customer when a particular item is not available in the store? **2**
14. State any two ways to provide personalized customer services. **2**
15. Write any two policies for giving information to the customer. **2**
16. Mention any two reasons to follow manufacturer's instructions while using their equipment. **2**
17. Write any two procedures to be followed for evacuation. **2**

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

18. Explain any four skills required by a sales associate. **4**
19. Describe four steps that need to be followed before granting customer credit. **4**
20. Explain four essential elements of a contract of sale. **4**
21. Explain four reasons for rearrangement of products. **4**
22. Explain four techniques to encourage customer loyalty. **4**
23. Mention four equipments and explain briefly the situation they are used in stores for health and safety. **4**

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