

B

**CCE RF
CCE RR**

Revised & Unrevised

NSQF LEVEL-2

**KARNATAKA SECONDARY EDUCATION EXAMINATION BOARD, MALLESWARAM,
BANGALORE – 560 003**

NSQF LEVEL-2 EXAMINATION, MARCH/APRIL, 2019

MODEL ANSWERS

Date : 04. 04. 2019]

CODE NO. : 87-EK

Subject : Retail

(Regular Fresh & Regular Repeater)

[Max. Marks : 60

Qn. Nos.	Value Points	Total	
	SECTION - A		
I.	<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 : $8 \times 1 = 8$</i>		
1.	The retail outlet which gives attention to a particular category and provides high level of service to the customers is (A) Malls (B) Discount stores (C) General stores (D) Speciality stores Ans : D — Speciality stores		1
2.	Which of the following layout plan gives a more sophisticated look to the store ? (A) Straight floor plan (B) Diagonal floor plan (C) Angular floor plan (D) Mixed layout Ans : C — Angular floor plan		1

RF & RR (B) - 402

[Turn over

Gn. Nos.	Value Points	Total	
3.	The ISO specified symbol for the First Aid Kit is (A) Red cross on a Green Background (B) White cross on a Green Background (C) Red cross on a White Background (D) Green Cross on a White Background Ans : C — Red cross on a White Background		1
4.	Employee State Insurance Scheme does NOT cover (A) Medical Benefits (B) Workman Compensation (C) Sickness Benefits (D) Confinement Expenses Ans : B — Workman Compensation		1
5.	RWDSU stands for (A) Retail, Wholesale and Department Store Union (B) Retail, Warehouse and Development State Union (C) Ready, Warehouse and Department Store Union (D) Read, Wireless and Database Storage Unit Ans : A — Retail, Wholesale and Department Store Union		1
6.	Billing accuracy is most important for (A) Customer satisfaction (B) Reseller satisfaction (C) Purchase satisfaction (D) Owner's satisfaction Ans : A — Customer satisfaction		1
7.	The Use of Electronic Health Records (EHRs) ensures (A) transparency (B) accuracy (C) portability (D) reliability Ans : B — accuracy		1
8.	This is NOT one of the mode of retail transportation. (A) e-mail (B) Road (C) Air (D) Water Ans : A — e-mail		1

Gn. Nos.	Value Points	Total	
II.	Fill in the blanks with suitable answer : $3 \times 1 = 3$		
9.	The layout that blends the straight floor and diagonal store layout is..... Ans : Mixed layout.		1
10.	The hazard that is present in most retail stores situation is Ans : Trash disposal.		1
11.	Wholesale billing can also be settled using billing system. Ans : Retail.		1
III.	The features of different retail stores are given in Column-A and their related types are given in Column-B . Match them. $4 \times 1 = 4$		
12.	Match the following : Column-A i) It is a location where goods and services are exchanged ii) Has a range of retail shops in a single outlet iii) It provides variety of huge volumes of exclusive merchandise at low margins iv) It is a self-service retail store Column-B a) Super market b) Hypermarket c) Departmental stores d) Malls e) A market place f) Small family run stores g) Warehouse stores. Ans : i) e) — A market place ii) d) — Malls iii) b) — Hypermarket iv) a) — Super market		1 1 1 1

Gn. Nos.	Value Points	Total	
IV.	Answer the following questions : $5 \times 1 = 5$		
13.	What do you mean by 'Retail merchandising' ? Ans : Retail merchandising refers to the various activities which contribute to the sale of products to the consumers for their end use.		1
14.	What is material handling ? Ans : Material handling is any transportation or supporting of a load by two or more persons.		1
	OR		
	The short distance movement of material between two or more points refers to material handling.		
15.	What do you mean by standard operating procedures ? Ans : Standard operating procedure (SOP) is a set of written instructions that document a routine or repetitive activity followed by an organisation.		1
16.	Expand 'OSHA'. Ans : OSHA- Occupational Safety and Health Activity.		1
17.	What is store layout ? Ans : Store layout means the physical location of various units of the stores that facilitate shoppers.		1
V.	Answer the following questions : $4 \times 2 = 8$		
18.	List any four main functions of an admin junior merchandiser. Ans : The four main functions of an admin junior merchandiser are : a) Managing site and location b) Managing the operative process at the stores c) Managing customer services d) Managing cash and stock e) Managing store facilities f) Managing security g) Managing personnel h) Crisis and IT management. (Any four)	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	2

Gn. Nos.	Value Points	Total	
19.	As a retailer, what are the four objectives that you would consider in retail loading and unloading ? Ans : The objectives of retail loading and unloading are : i) When a bulk order is obtained, send the delivery of the material directly from the factory /wholesale dealer to the customer ii) Load the materials for delivery to the customer as early as possible iii) Protect the material from fire, rain, water, theft etc. iv) Delicate materials must be handled carefully v) Extra care should be taken while loading and unloading vi) Rules must be followed vii) Perishable goods must be handled with care. (Any four)	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	2
20.	Briefly explain any <i>four</i> importances of store layout. Ans : Any four importances of store layout are : i) It provides for impulse buying ii) It permits the store to maximise the use of space in case of selling iii) It aids the customer in selecting and comparing merchandise iv) It leads to maximisation of sales v) It guides the flow of customers to all parts of the sale. (Any four)	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	2
21.	What is Retail Delivery Process ? List any two stages of Retail Delivery Process. Ans : The Retail Delivery is the management process designed to help and guide the tenants from the design stages through to the successful opening and trading of a store within a westfield centre. Any two stages of Retail Delivery process are : i) Tenant's Briefing ii) Design Approval iii) Fit-out iv) Completion stage. (Any two)	1 $\frac{1}{2}$ $\frac{1}{2}$	2
	OR		

Gn. Nos.	Value Points	Total	
	Any four retail delivery services through different agencies are : i) Show me moving and Home Delivery ii) Retail delivery by CKDC iii) Retail delivery services Dynamix iv) We offer v) Home Delivery courier vi) E-commerce courier. (Any four)	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	2
VI.	Answer the following questions : $3 \times 3 = 9$		
22.	Write about the principles of visual merchandising. Ans : The principles of visual merchandising are : a) Make it easier for the customer to locate the desired category and merchandise b) Make it easier for the customer to self-select c) Make it possible for the shopper to co-ordinate and access d) Recommend, highlight and demonstrate particular products at strategic location e) Educate the customer about the product in an effective and creative way f) Make proper arrangements in such a way to increase sale of the unsought goods.	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	3
23.	Explain : i) Personal Security Guards ii) Residential Security Guard iii) Corporate Security Guards. Ans : a) <i>Personal Security Guards</i> : They are appointed for the purpose of providing physical security to their employees. They are also known as black cats or bouncers b) <i>Residential Security Guards</i> : They are employed in residential areas, apartments, aged homes and other residential areas for providing security to their clients c) <i>Corporate Security Guards</i> : They are employed for internal and external security of the business assets. Corporate security includes protection of corporate buildings, shopping malls, private organisation, hospitals etc.	1 1 1	3
	OR		

Gn. Nos.	Value Points	Total	
	Explain any <i>three</i> security points in retail stores. Ans : Any <i>three</i> security points in retail stores are : a) Prevention : Starting from a simple lock, to boundary walls, gates, they are all means of preventing loss and damage to personnel, property and information. b) Detection : An intruder may overcome protective barriers but may still be thwarted in his/her plans by a detection and warning system that can alert the whole security apparatus. c) Interference : Once an intrusion or breach is detected, immediate action is taken to interfere with the designs of the intruder and prevent him/her from executing it. d) Delay : The stronger the security system, the greater is the delay caused to an intruder, thereby increasing the chances of detection. (Any <i>three</i>)	1 1 1	3
24.	What are the objectives of a store design ? Ans : The objectives of a store design are : a) Implement the retailer's strategy b) Influence customer buying behaviour c) Provide flexibility d) Control design, maintenance costs e) Meet legal requirements f) To optimize the sales volume of the store g) To provide convenience in buying and to encourage the art of exploration. (Any <i>six</i>)	6 × ½	3

Gn. Nos.	Value Points	Total	
VII.	Answer the following questions : $2 \times 4 = 8$		
25.	As junior merchandiser, what are your basic duties ? Ans : <i>The basic duties of a junior merchandiser can be divided into :</i> a) <i>Plainning</i> : Though the merchandisers are not actually involved in the actual purchase of merchandise, they formulate the policies for the areas in which they are responsible. b) <i>Directing</i> : Merchandiser has to guide and train buyers whenever need arises. Inspiring commitment and performance in the part of the buyers is necessary c) <i>Co-ordinating</i> : Merchandise managers supervise the work of more than one buyer, co-ordinate the buying efforts which fits the store image with other products being bought by other buyers. d) <i>Controlling</i> : Buying performance is evaluated on the basis of net sales, marked up percentages, marked down percentages, gross margin percentages and stock turn. It is necessary to provide control and maintain high performance results.	1 1 1 1	4
	OR		
	Discuss the 'Responsibility to NOT to do things' as a junior merchandiser. Ans : The 'Responsibility to NOT to do the things of a junior merchandiser are : a) Do not go overhead cleaning and prepping the merchandise, this may lead to waste of time and money. b) Do not place the tables and clothing lacks close to each other, spread them away to get bigger and better outlook. c) Do not deliberately set out the condition to merchandise the old or damaged or repair, or do not lie. d) It is fine to sell a non-working radio, to someone who wants it, but be honest about the condition e) Do not tell the shopper about the functioning of the product, if it not. 4×1 (Any four)		4

Gn. Nos.	Value Points	Total	
26.	Explain any four Health care measures. Ans : Any four Health care measures are as : a) Liftings, carrying and standing : Loads should be broken down into smaller units. Heavy loads should not be lifted directly from the floor. Standing for long periods of time should be avoided. b) Compute operators and Data processors : The monitor should be placed 18-30 inches from the user and the top of the monitor should be level with the user's eyes. c) Fire Prevention : Good housekeeping and proper storage and disposal of combustible and flammable materials are used in preventing fire. d) Floor slips Trips and Falls : Wet floors, uneven cracked flooring, spills should be cleaned to avoid contingencies. e) Machine Guarding : Machine parts frequently must be cleaned to protect ourselves from damages. f) Trash disposal : Trash compactors and loading doors should be interlocked with drive mechanism. g) Electricity shocks : Electric shock injuries are a danger when retail workers are exposed to live, temporary or damaged wiring. (Any four)	1 1 1 1	4
	OR		
	State any six supervisor's responsibilities in the retail stores. Ans : The supervisor's any six responsibilities are : a) Instruct your co-workers to work in safe work procedures b) Train yourself for all assigned tasks and check that work is done safely c) Enforce health and safety measures d) Correct unsafe acts and conditions e) Ensure that equipment and materials are handled, stored and maintained f) Follow up with interviews and referrals when necessary g) Formulate healthy and safety rules and inspect the workplace for hazards h) Ensure only authorised persons only operate the tools, equipment and hazardous chemicals. (Any six)	1 1 $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	4

Gn. Nos.	Value Points	Total	
	SECTION - B		
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 : $2 \times 1 = 2$		
27.	Non-Verbal communication does not include (A) Gestures (B) Body Language (C) Facial expressions (D) Writing Ans : D — Writing		1
28.	Information flowing from the top of the Organisation management hierarchy is (A) Horizontal communication (B) Formal communication (C) Downward communication (D) Lateral communication. Ans : C — Downward communication		1
II.	Fill in the blank with suitable answer :		
29.	The most important thing in communication is to Ans : Listen		1
III.	Answer the following question :		
30.	What is GPS navigation device ? Ans : GPS navigation device is any device that receives Global Positioning System (GPS) signals for the purpose of determining the device's current location on earth.		1

Gn. Nos.	Value Points	Total	
IV.	Answer the following questions : $2 \times 2 = 4$		
31.	State any four advantages of horizontal communication. Ans : <i>Any four advantages of horizontal communication are :</i> a) It is the flow of information between the persons of the same hierarchial level b) It is a real check of the power of the top leaders. c) Information flow between the department is necessary to avoid same problems faced by the different departments d) Enabling horizontal communication in an organization enables free information exchange e) It enables an atmosphere where employees are comfortable to talk with different departments and gain from their learning. (Any four)	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	2
32.	What is communication media ? Mention the two forms of communication media. Ans : Communication media refers to the means of delivering and receiving data or information. The two forms of communication media are i) Analog ii) Digital.	1 $\frac{1}{2}$ $\frac{1}{2}$	2
	OR		
	Mention any two important skills in effective written communication. Ans : Any two important skills in effective written communication are: a) Write clearly and legibly, giving all the information needed b) Use approved styles and formats for written communication c) Prepare and maintain various types of documents d) Careful choice of words, correct sentence formation.	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	2

Gn. Nos.	Value Points	Total	
V.	Answer the following question : 3		
33.	List the different purpose of vertical communication. Ans : The different purposes of vertical communication are : a) To control the flow of information and division making b) It consists of orders, mandates, policy, dicisions etc. c) It typically flows and follows a chain of command from superiors to sub-ordinates d) The information flown involves exchange from executives to the lower levels e) It might also include complaint, report, requests classifications or news about trends f) The achievement of goals of the organisation are clearly spelled out in vertical communication.	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	3
VI.	Answer the following question : 4		
34.	Explain any four methods of overcoming the barriers in communication. Ans : The methods of overcoming the barriers of communication are : a) The organisational goals must be clear, unambiguous term promotion in the organisation b) The subject matter to be communicated determines the policy of the organisation c) The channels of communication must be proper, the persons who are in need of the communicated should be explicitly informed. d) Top level management must share the responsibility and the channels should be chacked time to time. e) Encouragement to supportive attitude and behavioural needs must be emphasized f) Development of inter-personal aspects must be based on mutual-respect, trust and confidence g) Flow of communication must be continuously evaluated in different directions. (Any four)	1 1 1 1	4