

Government of Karnataka

Karnataka Secondary Education Examination Board

Question Paper

ANSWER KEY

KARNATAKA SCHOOL EXAMINATION AND ASSESMENT BOARD

II PUC EXAM-1 MARCH -2025

SUBJECT: 62- RETAIL BUSINESS MODEL ANSWER

QN. No.	Value Points	MARKS	
	PART-A		**TOTAL**
I	**CHOOSE THE CORRECT ANSWER**		**10**
1	b.Listening	**1**	
2	d. Ctrl + X	**1**	
3	a..Employee	**1**	
4	b . Listen	**1**	
5	a.Retain	**1**	
6	c .Customer	**1**	
7	a. Organization	**1**	
8	d. Management	**1**	
9	a. Customer	**1**	
10	a .Teamwork	**1**	
	PART-B		
II	**ANSWER THE FOLLOWING QUESTIONS:**		
11	Stress is a state of feeling upset annoyed and helpless called stress.		**2**
12	1.Microsoft excel	**1**	**2**
	2. Libra office calc	**1**	
	3. Google sheets (any 2)	**1**	
13	1.Conflit resolution	**1**	**2**
	2.Problem solving	**1**	
	3. Satisfaction of customer	**1**	
	4. Develop customer loyalty (any 2)	**1**	
14	Suggestion Box is suggestion-putting box, which help the management system. A Suggestion Box can be installed on retailer location where customers can make Suggestions for retailer's company without its consent.		**2**
15	Customer feedback is a procedure of finding the customer's opinion about a business, product or service.		**2**

16	1. Mobile	**1/2**	**2**
	2. Laptop	**1/2**	
	3. Furniture	**1/2**	
	4. Car	**1/2**	
17	E-CRM Today the widely used techniques to develop customer relationship are E-CRM functions with the usage of the clear environmental intranet, extranet and internets refers to managing all forms of relationships with customer with use of information technology.		**2**
18	1. Communicate	**1**	**2**
	2. Exceed expectation	**1**	
	3. Request for feedback	**1**	
19	Customer Retention is an activity that the retailing organization carries out in orderto decrease customer dissatisfaction.		**2**
20	1. Organization-Wide Change: 2. Transformational Change: 3. Personnel Change: 4. Unplanned Change: 5. Remedial Change:		**2**
21	Right skills should be demonstrated by sales person repeatedly. Pay attention to the important details of the problem and demonstrate the skills accordingly.		**2**
22	1. Trustworthy	**1/2**	**2**
	2. Dependable	**1/2**	
	3. Co-operative	**1/2**	
	4. Tolerant	**1/2**	
23	An employee's dress code essential not discriminatory in admiration of age, disability, sex reassignment, religious conviction or belief, sex, or sexual orientation.		**2**
	PART-C		
III	**ANSWER THE FOLLOWING QUESTIONS:**		
24	**1.** Service Entrepreneur	**1/2**	**3**
	2. Business Entrepreneur	**1/2**	
	3. Industrial Entrepreneur	**1/2**	
	4. Agricultural Entrepreneur	**1/2**	
	5. Technical Entrepreneur	**1/2**	
	6. Non –technical Entrepreneur	**1/2**	
	7. Professional Entrepreneur	**1/2**	
	8. IT Entrepreneur (any 6)	**1/2**	

25	1. Reuse scalp material	**1/2**	**3**
	2. Ensure quality control	**1/2**	
	3. Waste exchange	**1/2**	
	4. Managing e-waste	**1/2**	
	5. Use of ecofriendly material	**1/2**	
	6. Reuse , Recycle	**1/2**	
26	1.Listen well, Let the irate customer off steam	**1/2**	**3**
	2. Acknowledge the problem	**1/2**	
	3.Get the facts	**1/2**	
	4.Offer a solution	**1/2**	
27	1. Connect with customer	**1/2**	**3**
	2. Identity wants & expectations of the customers	**1/2**	
	3. Know about Resources	**1/2**	
	4. Take action/expectation	**1/2**	
	5. Fallow up	**1/2**	**3**
	6. Thank them	**1/2**	
28	1. Refine products or services	**1/2**	**3**
	2. Identify ideal customers	**1/2**	
	3. Improve the quality of the product to build the customer loyalty	**1/2**	
	4. Pricing strategy	**1/2**	
	5. Effective marketing and sales strategy	**1/2**	
29	• Empathy, endurance and steadiness • Adaptability • Clear communication • Work ethics • Knowledge • Behavior		
30	• Social Influences: • Online shopping mechanism: • Incentive mechanism: • Mechanism of effective delivery: • Online perceived value: • Word of mouth mechanism: • Measures Customer service performance:		**3**

31	• Response Cards • Customer Surveys • Talking to Customers • Customer Incentives • Survey Organizations • Comment boxes • Call Customers Regularly • Feedback Forms • Social Media Suggestion Boxes		**3**
32	• Updating: • Create new opportunities: • Innovation: • Increase efficiency: • Attitudes: • Adopts a new technology: • Fulfill customer needs: (any 6)		**3**
33	• Members support the team leader for helping in achieving organizational goals. • Team members should give honest feedback. • Collective efforts are required for success of team process.		**3**
	PART-D		
IV	**ANSWER THE FOLLOWING QUESTIONS:**		
34	1.Have a Strategic Plan: The retailers should have a clear, flexible, welcoming and open procedure on problems. 2. Train Sales or Front-Line Staff and Management in Problems Handling: Retailers should give sales staff the confidence to contact the problematic customers and Upkeep in their movements. 3. Provide Sufficient Priority and Authority for complaints handling: Employees should be attentive that complaints remain a top important item for their operation, 4. Getting to the Root: Once the customer's problem is taken care of one should find out why it happened. 5. Ensure to Process the Problems from all Sources: Organization must handle all problems efficiently 6. Analyze the Problems and Share with Everyone: Organizations must acquire a lot of information about problems		**6**

35	1. Referrals 2. Repeat business 3. Loyalty 4. Retention 5. Reputation 6. Sales opportunities 7. Improve products and services 8. Customer satisfaction 9. Helps in taking business decisions 10. Gives good customer experience		**6**
36	• Be friendly with the customer. • Thank the customer. • Train organizational staff members. • Respect customers. • Listen attentively to customers. • Be responsive to customers. • Take regular feedback. • Respond quickly. • Knowledge of product and services:		**6**
37	• Good Selling Skills. • Good communication skills. • Patience. • Good interpersonal skills. • Customer-Centric Mindset • Empathic Attitude • Active listening and Trust building • Basic accounting skills • Time management skills • Personal Autonomy • Attentiveness Positive. • Body Language. • Convincing skills • Negotiation skills • Presentation skills		**6**

AglaSem Earn While You Learn Program!

Share your recent question papers with us and get paid!
अपने हाल के प्रश्न पत्र हमें भेजें और कमाएँ!

To participate, email us with the following details:
भाग लेने के लिए हमें निम्न विवरण के साथ ईमेल करें:

- Your Name
- Your Class
- Your Board
- Details of the Question Papers you have
  आपके पास उपलब्ध प्रश्न पत्रों का विवरण

Our team will reach out to you with the next steps.
हमारी टीम आगे की प्रक्रिया के लिए आपसे संपर्क करेगी।

Email: **support@aglasem.com**

Study Materials

aglasem.com

Model Papers

Sample Papers

Half Yearly Sample Papers

Important Resources

Periodic Table

Writing Skills / Formats

Maps of India / World

Notes

- [ ] Class 6 Notes
- [ ] Class 7 Notes
- [ ] Class 8 Notes
- [ ] Class 9 Notes
- [ ] Class 10 Notes
- [ ] Class 11 Notes
- [ ] Class 12 Notes

Books and Solutions

NCERT Books

NCERT Book Solutions

HC Verma Chapter Wise Solutions

RD Sharma Solutions

CGBSE Solutions