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Roll No. _____

Total No. of Questions : 20]

[Total No. of Printed Pages : 4

XIARWZJD21

5752

RETAIL

(Vocational)

Time : 2.30 Hours]

[Maximum Marks : 60

Section-A

(Employability Skills)

(Long Answer Type Questions)

1. Explain briefly method of communication.

Or

Define self-awareness. Also explain types of self-awareness.

(Short Answer Type Questions)

2. What are the sources of pollution ?
3. What are the qualities of an entrepreneur ?

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(Very Short Answer Type Questions)

2 each

4. Draw Communication Cycle.
5. Define Green Skills.

(Multiple Choice Questions)

1 each

6. (i) Ctrl + V is used to paste something. (True/False)
- (ii) Communication is a one-way process (True/False)
- (iii) Written communication is a type of verbal communication
- (iv) Speaker is an input device. (True/False)

Section-B

(Vocational Skills)

(Long Answer Type Questions)

7. Differentiate between organised and unorganised retailing. What are the retailer services to the customer ?

Or

Define retail. What are the different retail business establishments ?
Explain.

(Short Answer Type Questions)

3 each

8. What are the duties of a retail trainee associate ?
9. What are the different types of merchandising ?
10. What are the different types of layout ?
11. Why is workplace safety so important ?

(Very Short Answer Type Questions)

2 each

12. Define customer and consumer.
13. What is visual merchandising ?
14. What is Fire Extinguisher ? Why is it needed ?
15. Define customer satisfaction <https://www.jkboseonline.com>
16. What do you understand by the term package and packaging ?
17. Name the equipment used in retail store for health and safety.
18. Define personal selling and salesmanship.
19. Define Window Display.

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(Multiple Choice Questions)

1 each

20 (i) Organised retailing is running a business in systematic manner.

(True/False)

(ii) Customer Service Associate represent the he works for

(A) Customer

(B) Organization

(C) Wholesale

(D) All of these

(iii) Which of the following activities comes under housekeeping ?

(A) School admission

(B) Hoover the floor

(C) Purchase of material

(D) Sale of flat

(iv) Retailers without store are called as non-store retailers. (True/False)

(v) Which of the following is a skill needed to be a retail trainee associate ?

(A) Good communication skills (B) Good organiser

(C) Problem solving

(D) All of these

(vi) Regular customers are loyal customers.

(True/False)

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