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**Time : 1½ Hours****RETAIL (NSQF)****Subject Code**

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**Total No. of Questions : 3****(Printed Pages : 4)****Maximum Marks : 30**

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**INSTRUCTIONS** : (i) Answer each question on a fresh page.

(ii) Write the question number and sub-question number clearly.

(iii) All questions are compulsory.

(iii) Figures to the right indicate full marks.

1. (A) Choose the *correct* alternative from the below given option and rewrite the complete sentences : 3

(1) The form of shopping where customers can shop using internet is .....

(Television shopping, Telemarketing, E-tailing, Vending machine)

(2) A retail concept where in consumer pushes the full shopping cart through an electronic gate is known as .....

(Lay-by, Tunnel scanning, CRE, SOP)

(3) The process of making yourself look neat and clean is called .....

(Healthy, Grooming, styling, safety)

(4) The traditional market where, traders set up stalls and buyers browse the merchandise is ..... retail format.

(Marketplace, Discount stores, Small Family Run stores, Departmental store)

(5) The type of communication where words are used as a medium of communication is ..... communication.

(Verbal, Non-verbal, Written, Face to face)

(6) The ..... signage are bright, attractive and visible from long distance.

(flex print, neon lighting, hording, banner)

(B) Answer the following questions in *one* line each : 3

(1) Define plastic revolution.

(2) List down the function of Visual Merchandiser at supplier's level.

(3) Why signages are important in retail business ?

(C) Answer the following questions in *two* sentences each : 4

(1) How fickle customer can be converted into loyal customer ?

(2) Mostly all retail formats follow Straight Floor Plan. Write any *two* advantages of Straight Floor Plan.

2. (A) Choose the *correct* alternative from the below given option and rewrite the complete sentences : 3

(1) Which of following is not a part of grooming ..... ?

(hair style, presentation, dressing, makeup)

(2) The full form of ERP .....

(Enterprise Resource Planning, Enterprise Reserve Planning, Enterprise Resource Programme, Enterprise Resource Production)

- (3) Informal communication is also known as ..... .  
(wakie talkie, grapevine, oral, written)
- (4) Element that can be used by Visual Merchandisers for creating displays is ..... .  
(package, lighting, baskets, trolleys)
- (5) Depending on retailers return policy ..... documents you should get while returning product.  
(receipt, tags, products, shopping bags)
- (6) The type of customers who enters the retail store for the first time is ..... customers.  
(loyal, fickle, renewing, new)

(B) Answer the following questions in *one* line each : 3

- (1) Explain any *one* objective of store layout.
- (2) List any *two* external factors that help in grasping customer's attention.
- (3) Write any *two* examples of luxuries goods.

(C) Answer the following questions in *two* sentences each : 4

- (1) It is very important to make changes in a retail store to grasp customer's attentions. Visual merchandiser is responsible for all the displays in the store, list any *two* functions of Visual Merchandising.
- (2) Write any *two* advantages of Verbal Communication.

3. (A) Answer the following questions in *one* line each : 3
- (1) Why CRE is important at POS.
  - (2) Give one point of difference between Upward and Downward communication.
  - (3) Define Healthcare.
- (B) Answer the following questions in *two* to *three* line each : 4
- (1) List and explain any *two* equipments used in communication to convey message.
  - (2) Mr. Avinash wanted to become a “Personal Security Guard” suggest him eligibility criteria of a security guard.
- (C) In Philips PVT. LTD. employees are working with live wire, and most of the time accident occurs. How injuries caused by this live wire can be prevented at work place. 3