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Total No. of Printed Pages : 8]

34]
Total No. of Questions : 34]

: **87-EK**
Code No. : **87-EK**

CCE RF
CCE RR
Revised & Unrevised

NSQF LEVEL-2

Question Paper Serial No. **91**

Subject : Retail

/ Kannada and English Versions)

(**&** **/ Regular Fresh & Regular Repeater)**

03. 04. 2020] [Date : 03. 04. 2020

ಗಿ 9-30 ಇಗಿ 11-45] [Time : 9-30 A.M. to 11-45 A.M.
60] [Max. Marks : 60

General Instructions to the Candidate :

1. ಈ 34
- ಎ - ಬಿ - ಎ ನಲ್ಲಿ
- ಬಿ Functional English

This Question Paper consists of 34 objective and subjective types of questions including **Section - A** and **Section - B**. **Section - A** consists of questions related to the subject Retail and **Section - B** consists of the questions related to Functional English.

2.

This question paper has been sealed by reverse jacket. You have to cut on the right side to open the paper at the time of commencement of the examination. Check whether all the pages of the question paper are intact.

3.

Follow the instructions given against both the objective and subjective types of questions.

4.

ಅಂ
Figures in the right hand margin indicate maximum marks for the question.

5.

15

The maximum time to answer the paper is given at the top of the question paper. It includes 15 minutes for reading the question paper.

91

RF & RR-(B) - 692

[Turn over

TEAR HERE TO OPEN THE QUESTION PAPER

Tear here

SECTION - A

I.

: $8 \times 1 = 8$

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 :

1.

- (A) (B)
(C) (D)

The main function of admin merchandiser is

- (A) managing site and location (B) assembling
(C) transportation (D) leadership

2.

- (A)
(B)
(C)
(D)

The basic functional principle of a retail store is

- (A) to earn more profits
(B) to display and sell the products
(C) better shopping experience to customers
(D) to attract target and potential customers

3.

- (A) (B)
(C) (D)

The floor plan which makes optimum use of walls and space in a judicious manner is

- (A) angular floor plan (B) mixed layout
(C) diagonal floor plan (D) straight floor plan

4.

- (A) (B)
(C) (D)

The billing that directly deals with the end customer is

- (A) timely billing (B) telecom billing
(C) retail billing (D) wholesale billing

5.

- (A) (B)
(C) (D)

One of the most important duties performed by the security personnel is

- (A) reception duties (B) patrolling
(C) gate duties (D) material handling duties

6.

- (A) (B)
(C) (D)

In a restaurant hat of the chef indicates

- (A) food preparation time (B) level of difficulty in work
(C) self defence (D) elegance

7.

- (A) (B)
(C) (D)

Which of the following is *not* a part of retail job ?

- (A) Repetitive motions (B) Heavy lifting
(C) Long periods of standing (D) Long periods of using mobiles

8.

- (A) (B)
(C) (D)

Which professional appearance supports a woman's profession ?

- (A) Growth (B) Ethics
(C) Development (D) Accomplishments

II.

3 × 1 = 3

Fill in the blanks with suitable answer :

9.

.....

The store that offers high quantity of goods at low cost is

10.

.....

The maximum number of interactions that one faces in the retail store is at counter.

11.

.....

The primary aim of private security is to provide a and secure environment.

III. 12. A-

B-

4 × 1 = 4

The different kinds of retail stores are given in **Column-A** and their related features are given in **Column-B**. Match them and write the answers along with the alphabets :

A- Column-A	B- Column-B
i) Vending	a) Family run retail stores
ii) Convenience stores	b) Provide variety goods and exclusive merchandise at low margins of profits
iii) Boutique	c) Automated methods for consumers to make purchases
iv) E-tailers	d) Particular category, high level of customer service stores.
	e) Full-pricing strategy with high-end merchandise stores
	f) Limited amount of merchandise at average prices and speedy checkout
	g) Shop and order through internet by customers

IV.

5 × 1 = 5

Answer the following questions :

13.

What do you mean by impulse products ?

14. SOP

Expand SOP.

15.

What are the problems associated with retail transport due to increasing costs ?

16.

What is house-keeping ?

17.

Write any *two* tips for hairstyling of businesswomen.

V.

4 × 2 = 8

Answer the following questions :

18.

What are the aspects involved in visual merchandising ?

19.

What are the basic duties that you perform as a junior merchandiser ?

20.

Write any *four* objectives of retail transport.

21.

§

Mention any *four* measures to be followed while removing general waste.

/OR

Write any *four* control room duties of a security personnel.

VI.

3 × 3 = 9

Answer the following questions :

22.

Describe the closing procedure of a retail store.

/OR

Explain the exchange and returns procedures in a retail store.

23.

What are the rights to health and safety to be followed at a retail store ?

24.

Describe briefly any *three* personal grooming tips.

VII.

2 × 4 = 8

Answer the following questions :

25.

If you are a divisional merchandise manager, then explain the functions that you would perform.

/OR

What are the responsibilities to do the things as a junior merchandiser in a retail business ?

26.

As a owner of the retail store, list the main points for the maintenance of stores.

/OR

As a owner of the retail store, list the process of management maintenance solution.

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 × 1 = 2
27. Feedback of sub-ordinate performance is given in
- (A) upward communication (B) horizontal communication
(C) downward communication (D) informal communication
28. The barrier that results from individual's discomfort or poor eyesight is
- (A) attitudinal barrier (B) physiological barrier
(C) emotional barrier (D) physical barrier
- II. Fill in the blank with suitable answer : 1
29. The telephonic transmission of scanned material is
- III. Answer the following question : 1
30. "A person is sitting with legs crossed during communication." What does it indicate ?
- IV. Answer the following questions : 2 × 2 = 4
31. Differentiate between lateral and diagonal communication.
- OR**
- Interpret how change in the eyebrows of the person, can judge him/her in the communication process.
32. What is the importance of eye contact as a part of non-verbal communication ?
- V. Answer the following question : 3
33. How can we identify a person who is lying during communication ?
- VI. Answer the following question : 4
34. List the advantages and disadvantages of horizontal communication.

