

**A-52**

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
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.

**(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)