

Y-58

Roll No

[Total No. of Questions : 23]

[Total No. of Printed Pages : 4]

XIARJKUT23

9258

RETAIL

(Vocational)

Time : 2.30 Hours]

[Maximum Marks : 50

Section-A

(Very Short Answer Type Questions)

1 each

1. Communication should be

- (A) Simple
- (B) Accurate
- (C) Clear
- (D) All of these

2. Beauty Salon is an example of

- | | |
|---------------|-------------------|
| (A) Tangible | (B) Intangible |
| (C) Alternate | (D) None of these |

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Turn Over



3. Place utility is making the product available at :
(A) Showrooms ~~(B)~~ Convenient locations
(C) Distant places (D) All of these
4. The capital requirement is high in :
(A) Unorganized retail ~~(B)~~ Organised retail
~~(C)~~ Both (A) and (B) (D) None of these
5. The unorganized retail units operate on the basis of :
(A) Partnership ~~(B)~~ Sole trader
(C) Chain stores (D) All of these
6. Food Merchandising does not consist of :
(A) Restaurants (B) Grocery Store
(C) Ice Cream Parlour ~~(D)~~ Footwear
7. can be presented by face.
(A) Gestures (B) Body language
(C) Para language ~~(D)~~ Expressions
8. The Agmark is used for :
(A) Food Products ~~(B)~~ Agricultural Products
(C) Industrial Products (D) None of these

9. Visual Merchandise is being considered as an and not as an
10. may also be used to advertise seasonal sales or inform passers-by of other current promotions.
- (A) Newspaper (B) Radio
- ~~(C)~~ Window display (D) Theatre

Section-B

(Short Answer Type Questions-I) (20-40 words each) 2 each

11. What is Franchise Retailing ?
12. What do you mean by display of Stock ?
13. What do you understand by Independent Retailer ?
14. What is Customer Satisfaction ?
15. What do you understand by Damaged goods in Retail ?

Section-C

(Short Answer Type Questions-II) 3 each

16. What are the duties of Trainee Associate ?
17. What is verbal and non-verbal communication ?
18. What do you understand by Goods and its types ?
19. What is the procedure to get rid of unwanted materials safely ?
20. How to deal with Emergency Situations ?

Section-D

(Long Answer Type Questions) (150-200 words each) 5 each

21. What is Computer System ? What are the different components/units of Computer ?

Or

~~21.~~ Define ICT Skills. Define Hardware and Software with suitable examples.

22. Define Labelling and its types. What are the functions of labelling ?

Or

Define Packaging and its levels. What are the functions of packaging ?

- ~~23.~~ Define the following :

- (a) Health
- (b) Hygiene
- (c) Safety
- (d) Hazards
- (e) First Aid Kit

Or

What is Hygiene and its types ? What are the procedures to maintain hygiene at a retail store ?