

**B****CCE RR****NSQF LEVEL-2**

**KARNATAKA SCHOOL EXAMINATION AND ASSESSMENT BOARD,  
MALLESHWARAM, BENGALURU – 560 003  
NSQF LEVEL-2 EXAMINATION, JUNE, 2024  
MODEL ANSWERS**

Date : 15. 06. 2024 ]

CODE NO. : **87-EK**

**Subject : Retail**  
( English Medium )  
( Regular Repeater )

[ Max. Marks : 60

Qn. Nos.	Value Points		Total
<b>I.</b>	<b>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 : <math>8 \times 1 = 8</math></b>		
	<b>SECTION – A</b>		
1.	The customer who always visits your store is (A) Loyal customer (B) Fickle customer (C) Renewing customer (D) New customer <b>Ans. (A) Loyal customer</b>		1
2.	An example for luxury product is (A) Milk (B) Vegetable (C) Medicine (D) Car <b>Ans. : (D) Car</b>		1

**CCE-II-RR(B)/999/8062(MA)**

[ Turn over

Qn. Nos.	Value Points		Total
3.	Spine Layout is a floor plan (A) blends diagonal layout and straight floor plan (B) in which fixtures and walls are given curved look (C) that has shelves or racks kept diagonal to each other (D) which utilizes the space most judiciously <b>Ans. :</b> (A) blends diagonal layout and straight floor plan		1
4.	Which of the following is NOT a mode of retail transport ? (A) Road (B) Air (C) E-mail (D) Water <b>Ans. :</b> (C) E-mail		1
5.	Benefits provided by Employees' State Insurance Scheme are (A) Medical benefits, Workman compensation and Sickness benefits (B) Sickness benefits, Medical benefits and Confinement expenses (C) Workman compensation, Medical benefits and Confinement expenses (D) Confinement expenses, Workman compensation and Medical benefits <b>Ans. :</b> (B) Sickness benefits, Medical benefits and Confinement expenses		1
6.	Which of the following should NOT be done while lifting heavy loads ? (A) Mechanical lifting devices should be used (B) Take help from co-workers (C) Lift slowly and evenly (D) Heavy loads should be lifted directly from the floor <b>Ans. :</b> (D) Heavy loads should be lifted directly from the floor		1

Qn. Nos.	Value Points		Total
7.	<p>The distance at which the computer monitor should be placed from the user is</p> <p>(A) 10-20 inches                      (B) 15-20 inches</p> <p>(C) 18-30 inches                      (D) 25-40 inches</p> <p><b>Ans. :</b> (A) 10-20 inches</p>		1
8.	<p>Which one of the following does NOT give professional touch to your food style ?</p> <p>(A) Art of table presentation</p> <p>(B) Art of dining</p> <p>(C) Conversational skills</p> <p>(D) Restaurant etiquette</p> <p><b>Ans. :</b> (C) conversational skills</p>		1
<b>II.</b>	<b>Fill in the blanks with suitable answer : 3 × 1 = 3</b>		
9.	<p>Body language can be categorized into posture, limbs movement, eye contact and ..... .</p> <p><b>Ans.</b></p> <p>Facial Expression</p>		1
10.	<p>The trial rooms should have the ..... and must be kept clean.</p> <p><b>Ans.</b></p> <p>Mirrors</p>		1
11.	<p>OSHA stands for ..... .</p> <p><b>Ans.</b></p> <p>Occupational Health and Safety Administration</p>		1

Qn. Nos.	Value Points		Total																
III.	<b>The different kinds of goods are given in Column-A and their examples are given in Column-B. Match them and write the answers along with alphabets : <math>4 \times 1 = 4</math></b>																		
12.	<table border="1"> <thead> <tr> <th>Column-A</th> <th>Column-B</th> </tr> </thead> <tbody> <tr> <td>(i) Emergency products</td> <td>(a) Sofa</td> </tr> <tr> <td>(ii) Impulse consumer goods</td> <td>(b) Antiques</td> </tr> <tr> <td>(iii) Comfort goods</td> <td>(c) Jewellery</td> </tr> <tr> <td>(iv) Convenient goods</td> <td>(d) Chocolate</td> </tr> <tr> <td></td> <td>(e) Medicine</td> </tr> <tr> <td></td> <td>(f) Milk</td> </tr> <tr> <td></td> <td>(g) Vegetables</td> </tr> </tbody> </table> <p><b>Ans.</b>            (i) (e) Medicine            (ii) (d) Chocolate            (iii) (a) Sofa            (iv) (g) Vegetables</p>	Column-A	Column-B	(i) Emergency products	(a) Sofa	(ii) Impulse consumer goods	(b) Antiques	(iii) Comfort goods	(c) Jewellery	(iv) Convenient goods	(d) Chocolate		(e) Medicine		(f) Milk		(g) Vegetables	1 1 1 1	4
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(i) Emergency products	(a) Sofa																		
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	(g) Vegetables																		
IV.	<b>Answer the following questions : <math>5 \times 1 = 5</math></b>																		
13.	What is Retailing ? <b>Ans.</b> Retailing is a distribution channel function where one organization buys products from suppliers and sells to consumers.		1																
14.	What is Direct Mail ? <b>Ans.</b> A particular form of advertising that many retailers use for the bulk of their promotion.		1																
15.	State hair styling tips for Business women. <b>Ans.</b> Style should be neat and conservative and preferably off the face. Hair colour should not be shocking or unusual.		1																

Qn. Nos.	Value Points		Total
16.	Mention any two common mistakes while approaching customers. <b>Ans.</b> (a) Not giving the customer enough time to settle (b) No eye contact with customers (c) Talking too loudly, softly or too much. ( any 2 )		1
17.	What is Trash disposal ? <b>Ans.</b> It is a hazard that is present in most retail store situations and it must be dealt with cautiously.		1
<b>V.</b>	<b>Answer the following questions :                    4 × 2 = 8</b>		
18.	Mention the two differences between Retail billing and Wholesale billing. <b>Ans.</b> (a) Retail billing deals with end customer and wholesale billing deals with entities. (b) Wholesale billing is easily compared to retail billing . (c) Retail billing needs to be 100% accurate whereas wholesale billing can never be 100% accurate. ( Any 2 )	1      1	      2
19.	List the four objectives of retail transport. <b>Ans.</b> (a) To deliver the goods to the consumer in short time. (b) To deliver goods at a least cost (c) To improve safety measures during transporting (d) To adopt all legal requirements towards transportation	   1  1	    2

Qn. Nos.	Value Points		Total
20.	What steps do you follow to determine right assortment of merchandise ? <b>Ans.</b> (a) Assessing the target market (b) Collecting information (c) Analysing the data (d) Determining breadth and depth of merchandising offerings. ( any 2 )		2
21.	Mention any four principles of visual merchandising. <b>Ans.</b> (a) Make it easier for the customer to locate the desired category and merchandise. (b) Make it easier for the customer to self-select. (c) Make it possible for the shopper to co-ordinate and accessories (d) Educate the customer about the product in an effective and creative way.	1    1	2
<b>OR</b>			
	Write the functions of visual merchandiser. <b>Ans.</b> (a) Takes care of the window display representing a seasonal theme with mannequins the arrangement of merchandise according to concepts and stories. (b) He decorates the window display in such a way that the customer gets excited (c) Lot of time in training the store staff (d) Takes call on slow moving merchandise (e) Sets the colour scheme of the floor. ( any 2 )	1    1	2

Qn. Nos.	Value Points		Total
<b>VI.</b>	<b>Answer the following questions :</b> <b>3 × 3 = 9</b>		
22.	Explain the main functions of Admin Junior Merchandiser. <b>Ans.</b> (a) Managing site and location (b) Managing the operative process at the stores (c) Managing cash and stock (d) Managing security (e) Crisis management (f) IT management (g) Managing store facilities (h) Managing customer service. ( any 6 )	           $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	3
	<b>OR</b>		
	Explain the basic duties of Merchandiser. <b>Ans.</b> (a) Planning : Though the merchandiser may not be directly involved in the actual purchase of merchandise, they formulate the policies for the areas in which they are responsible. (b) Directing : It is very important function that he will guide and train buyers as and when the need arises. (c) Co-ordinating : Merchandise managers supervise the work of more than one buyer, hence they need to co-ordinate the buying efforts in terms of how well it fits in with the store image and with the other products. (d) Controlling : Buying performance may be evaluated on the basis of net sales maintained mark up percentages, gross margin percentages and stock turn. This is necessary to provide control and maintain high performance results. ( Any 3 )	           1           1           1	3

Qn. Nos.	Value Points		Total
23.	<p>Explain the steps for designing a store layout.</p> <p><b>Ans.</b></p> <p>(a) Determining the availability of space</p> <p>(b) Determining the availability of space needs for selling and non-selling areas</p> <p>(c) Provision for self service</p> <p>(d) Types of merchandise presentation and techniques</p> <p>(e) Fitting space needs for good customer flow and maximum sales per square foot. ( Any 3 )</p>	<p>1</p> <p>1</p> <p>1</p>	3
24.	<p>How do you minimize theft or shoplifting in your store ?</p> <p><b>Ans.</b></p> <p>(a) Merchandise should never be displayed at the entrance or exit of store</p> <p>(b) Expensive products must be kept in locked cabinets</p> <p>(c) Instal Cameras, CCTV to have a closer look on customer.</p> <p>(d) Ask the customers to deposit their carry bags at entrance itself</p> <p>(e) Do not allow the customers to carry more than three dresses at one time to trial rooms.( any 3 )</p>	<p>1</p> <p>1</p> <p>1</p>	3



Qn. Nos.	Value Points		Total
<b>VII.</b>	<b>Answer the following questions :</b> $2 \times 4 = 8$		
25.	<p>What are the eligibilities that you consider for appointing security guard ?</p> <p><b>Ans.</b></p> <p>(a) Height-160 cms for male and 150 cm for female</p> <p>(b) For sight vision 6/6, near 0.6/0.6 with or without correction, free from colour blindness</p> <p>(c) Read and understand display in English alphabets and Arabic numerals</p> <p>(d) The candidate should be free from evidence of any contagious or infectious disease</p> <p>(e) Chest 80 cms with an expansion of 4 cms and for females no minimum requirement for chest measurement. ( Any 4 )</p>		4
<b>OR</b>			
	<p>'Good housekeeping will protect you and your fellow employees against slipping, tripping and other hazards.' Justify this statement.</p> <p><b>Ans.</b></p> <p>(a) Immediately clean up paint, grease that has spilled on the floor.</p> <p>(b) Put cans into bins marked for cans</p> <p>(c) Clean any machine and surrounding area after use</p> <p>(d) Clean up debris and organize tables and work stations</p> <p>(e) Return all hand tools to their proper plates</p> <p>(f) Keep your rest rooms and lunch rooms as clean and neat as possible.</p> <p>(g) Never leave hooks or hangers on the floor</p> <p>(h) Keep the office and surrounding area clean and clear of junk etc.</p> <p>(i) Clean the computers at least once a week by wiping them. ( any 4 )</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p>	4

Qn. Nos.	Value Points		Total
26.	<p>Explain your responsibilities as a supervisor at workplace.</p> <p><b>Ans.</b></p> <p>(a) Instruct you and your co-workers in safe work procedures.</p> <p>(b) Train you for all assigned tasks and check that your work is being done safely.</p> <p>(c) Ensure health and safety requirements</p> <p>(d) Correct unsafe acts and conditions</p> <p>(e) Follow up with interviews and referrals</p> <p>(f) Formulate health and safety rules and inspect the work place hazards</p> <p>(g) Ensure equipment are properly handled</p>		4
	<b>OR</b>		
	<p>Explain personal grooming tips.</p> <p><b>Ans.</b></p> <p>(a) Do not let the first impression you make about yourself be your personal scent preferences</p> <p>(b) Avoid wearing heavy scented products</p> <p>(c) Hair style should be neat and conservative</p> <p>(d) Hair colour should not be shocking</p> <p>(e) Jewellery should not be noisy, too large or costume jewellery</p> <p>(f) Nail art and nail jewels are not acceptable</p> <p>(g) Nails should be clean and trimmed</p> <p>(h) Make up should be simple and appropriate for daytime.</p> <p style="text-align: right;">( any 4 )</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p>	4

Qn. Nos.	Value Points		Total
<b>SECTION – B</b>			
<b>I.</b>	<b>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</b>		
27.	The mental frame of a person who breathes faster is (A) Nervous (B) Confident (C) Honest (D) Relaxed <b>Ans.</b> (A) Nervous		
28.	Communication using signs is (A) Formal communication (B) Pictorial communication (C) Informal communication (D) Vertical communication <b>Ans.</b> (B) Pictorial communication		
<b>II.</b>	<b>Fill in the blank with suitable word given in the brackets : 1 × 1 = 1</b>		
29.	The telephone is a ..... device that transmits and receives sounds. <b>Ans.</b> Telecommunication		
<b>III.</b>	<b>Answer the following question : 1 × 1 = 1</b>		
30.	How do you interpret when one's eyebrows are raised ? <b>Ans.</b> Raised eyebrows indicate shock or distrust.		
<b>IV.</b>	<b>Answer the following questions : 2 × 2 = 4</b>		
31.	What is Downward communication ? <b>Ans.</b> Information flowing from the top of the organizational management hierarchy and telling people what is important and what is valued.		2
<b>OR</b>			
	What is Lateral communication ? <b>Ans.</b> Messages conversed between people on the same hierarchical level is lateral communication.		2

Qn. Nos.	Value Points		Total
32.	What etiquette do you follow while talking over telephone. <b>Ans.</b> (a) Pick up or answer the telephone before third ring (b) Greet with good morning /evening (c) Speak clearly and identify yourself (d) Keep conversation to the point (e) End conversation with gratitude (f) Do not interpret the person while speaking (g) Avoid leaving long message. ( any 2 )	       1       1	2
<b>V.</b>	<b>Answer the following question :</b>	<b>1 × 3 = 3</b>	
33.	Explain organizational barriers in communication. <b>Ans.</b> (a) It refers to faulty system design (b) Complexity in organizational structure (c) Ineffective organizational supervision or training (d) Unclear organizational rules, policies or training (e) Lack of clarity in role and responsibility which can lead to staff being uncertain about what is expected to them (f) Status relationship. ( any 3 )	       1       1       1	3
<b>VI.</b>	<b>Answer the following question :</b>	<b>1 × 4 = 4</b>	
34.	Explain the importance of non-verbal communication. <b>Ans.</b> The most important thing in communication is to listen what is being said and it is noticed that there is only 7 to 35% of the spoken language is used in total communication. The rest of the part is through our feelings and intention in any situation are sent through non-verbal communication. Non-verbal communication helps the person to understand when verbal messages are unclear and ambiguous. You can improve business standards by using good communication skills and body languages. You can learn to read people more easily in non-verbal communication.		4