

RS-2016

प्रश्न पुस्तिका / QUESTION BOOKLET

क्रम संख्या /
SR.No.

कोड / CODE : **14**

801041

पुस्तिका में पृष्ठों की संख्या /
Number of Pages in Booklet : 24

14

पुस्तिका में प्रश्नों की संख्या /
Number of Questions in Booklet : 120

समय / Time : 2.00 घंटे / Hours

पूर्णांक / Maximum Marks: 120

INSTRUCTIONS

1. Answer all questions.
2. All questions carry equal marks.
3. Only one answer is to be given for each question.
4. If more than one answers are marked, it would be treated as wrong answer.
5. Each question has four alternative responses marked serially as 1, 2, 3, 4. You have to darken only one circle or bubble indicating the correct answer on the Answer Sheet using **BLUE BALL POINT PEN**.
6. After opening the envelope the candidate should ensure that Serial Number of the Question Paper and Answer Sheet must be same. In case they are different, a candidate must obtain envelop of another set of Question paper & O.M.R. Sheet of the same Serial Number. Candidate himself shall be responsible for ensuring this.
7. Mobile Phone/Bluetooth Devices or any other electronics gadget in the examination hall is strictly dealt as per rules.
8. Please correctly fill your Roll Number in O.M.R. Sheet. 5 Marks will be deducted for filling wrong or incomplete Roll Number.

Warning : If a candidate is found copying or if any unauthorized material is found in his/her possession, F.I.R. would be lodged against him/her in the Police Station and he/she would liable to be prosecuted under Section 3 of the State Prevention of Unfair means Act, 1992 and Board Regulations. Board may also debar him/her permanently from all future examination of the Board.

निर्देश

1. सभी प्रश्नों के उत्तर दीजिए।
2. सभी प्रश्नों के अंक समान हैं।
3. प्रत्येक प्रश्न का केवल एक ही उत्तर दीजिए।
4. एक से अधिक उत्तर देने की दशा में प्रश्न के उत्तर को गलत माना जावेगा।
5. प्रत्येक प्रश्न के चार वैकल्पिक उत्तर दिये गये हैं, जिन्हें क्रमशः 1, 2, 3, 4 अंकित किया गया है। अभ्यर्थी को सही उत्तर निर्दिष्ट करते हुए उनमें से केवल एक गोले अथवा बबल को उत्तर-पत्रक पर नीले बॉल प्वाइंट पेन से गहरा करना है।
6. प्रश्न-पत्र पुस्तिका एवं उत्तर पत्रक के लिफाफे की सील खोलने पर परीक्षार्थी यह सुनिश्चित कर लें कि उसके उत्तर पत्रक पर वही क्रमांक अंकित है जो प्रश्न-पत्र पुस्तिका पर अंकित है। इसमें कोई भिन्नता हो तो बीकन से समान क्रमांक के प्रश्न-पत्र एवं उत्तरपत्रक का दूसरा लिफाफा प्राप्त कर लें। ऐसा ना करने पर जिम्मेदारी अभ्यर्थी की होगी।
7. मोबाइल फोन/ब्लूटूथ डिवाइस अथवा इलेक्ट्रॉनिक यंत्र का परीक्षा हॉल में प्रयोग पूर्णतया वर्जित है। यदि किसी अभ्यर्थी के पास ऐसी कोई वस्तु सामग्री मिलती है तो उसके विरुद्ध बोर्ड द्वारा नियमानुसार कठोर कार्यवाही की जावेगी।
8. कृपया अपना रोल नम्बर ओ.एम.आर. पत्रक पर सावधानी पूर्वक सही भरें। गलत या अपूर्ण रोल नम्बर भरने पर 5 अंक कुल प्राप्तांकी में से काटे जाएंगे।

चेतावनी : अगर कोई अभ्यर्थी नकल करते पकड़ा जाता है या उसके पास से कोई अनाधिकृत सामग्री पाई जाती है, उस अभ्यर्थी के विरुद्ध पुलिस में प्राथमिकी दर्ज कराई जायेगी और राज्य अनुचित साधनों की रोकथाम अधिनियम, 1992 की धारा 3 एवं बोर्ड रेग्युलेशन के तहत कार्यवाही की जावेगी। साथ ही बोर्ड ऐसे अभ्यर्थी को भविष्य में होने वाली बोर्ड की समस्त परीक्षाओं से विवर्जित कर सकता है।

इस परीक्षा पुस्तिका को तब तक न खोलें जब तक कहा न जाए।
Do not open this test booklet until you are asked to do so.

RS

1) Following are the primary functions of which program

- a. Informing customers about the retailer
- b. Persuading
- c. Reminding

Select the correct answer using the code below:

- 1) Retail communication program
- 2) Customers communication program
- 3) Customer connect strategy
- 4) None of the above

2) Study the following points:

- a. Sales promotion
- b. Personal selling
- c. Public relation
- d. Store atmosphere
- e. Website

Above are the methods of:

- 1) Increasing sales
- 2) Increasing foot fall
- 3) Methods of communication with customers
- 4) Methods of communication with creditors

3) Which of the below mentioned statements are true:

- a. A crucial factor in the success of advertising is its timing.
- b. The choice of media used for advertising depends on a number of factors
- c. Advertising is paid for, non personal communication

Select the correct answer using the code below:

- 1) a,b
- 2) b,c
- 3) c only
- 4) a,b,c

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- 4) A retailer and manufacturer or a wholesaler and retailer sharing the cost of advertising is known as
- 1) Mutual advertising
 - 2) Co-operative advertising
 - 3) Sharing advertising
 - 4) Vertical co-operative advertising
- 5) Which fixture can make goods appear less costly?
- 1) Gondola
 - 2) Four way
 - 3) Rounder
 - 4) Straight rack
- 6) Signage used to describe special offers is referred to as
- 1) Category signage
 - 2) Location signage
 - 3) Point of sale
 - 4) Promotional signage
- 7) A diagram that shows how and where specific stock should be placed on retail shelves to increase customers purchase is called
- 1) Layout
 - 2) Display
 - 3) Design
 - 4) Plano gram
- 8) Study the following points:
- a. Straight rack
 - b. Rounder
 - c. Feature fixture
 - d. Gondolas
- Above articles are used in stores for:
- 1) a&b are furniture
 - 2) c&d are not used in stores
 - 3) All are displaying aids/fixtures
 - 4) None of the above
- 9) Consider the following methods:
- a. Basic stock method
 - b. Percentage variation method
 - c. Week's supply method
 - d. Stock/sale ratio method
 - e. Stock turnover rate
- Above are parts of which type of planning:
- 1) Inventory planning
 - 2) Stock planning
 - 3) Supply planning
 - 4) Sales planning

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10) The method which assumes that inventory levels should reflect the actual sales.

- | | |
|------------------------|----------------------------|
| 1) Basic stock method | 2) Percentage sales method |
| 3) Stock to sale ratio | 4) None of the above |

11) State whether the below given statements are true or false:

- a. Retailers who plan inventory on weekly basis follow percentage variation method.
- b. Defective parts and scrap also form parts of inventory.
- c. Theft by customer is not considered as physical merchandise

- | | |
|--------------------|-------------------|
| 1) a & b are true | 2) b & c are true |
| 3) a & c are false | 4) All are true |

12) Go- Frugal's report provides:

- 1) Comprehensive stock analysis
- 2) Sales and purchase analysis based on product
- 3) Distributor manufacturers category and return transactions
- 4) All the above

13) Consider the following statements:

- a. Wholesale billing is easy in comparison of retail billing
- b. Wholesale billing can never be 100% accurate
- c. Convergys and Amdocs billing systems are famous for wholesale billings
- d. Retail billing cannot be handled using wholesale billing.

Select the correct option from the codes given below:

- | | |
|----------------------|-------------------|
| 1) a & c are true | 2) b & d are true |
| 3) a, b & d are true | 4) All are false. |

14) Match List I with List II and select the correct answer using the codes given below the list:

- | List I | List II |
|-------------------------------------|--|
| A. Purchase formula and price level | 1. Job of cashier |
| B. Swipe card Reader interface | 2. One time configuration of price to avoid mistakes |
| C. Home delivery | 3. Due Bills |

Codes:

- | | A | B | C |
|----|---|---|---|
| 1) | 3 | 2 | 1 |
| 2) | 1 | 2 | 3 |
| 3) | 2 | 3 | 1 |
| 4) | 2 | 1 | 3 |

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- 20) CCTV Stands for
- 1) Close communication through videos
 - 2) Communication cable through videos
 - 3) Clear colour television
 - 4) Close circuit television
- 21) How you will build the loyalty among customers
- 1) By developing strong brand for store
 - 2) Developing strategies' & creating emotional attachments with customers.
 - 3) Both 1 & 2
 - 4) None of the above
- 22) Consider the following statements in context to sales opportunity realised through a trade promotion.
- a. The potential increase in sales from promoted merchandise
 - b. The additional sales made to customers attracted to the store by the promotion.
- 1) Only a is true
 - 2) Only b is true
 - 3) Both a & b are true
 - 4) Neither a & b are true
- 23) Significance of digital signage?
- 1) Clear visual due to dynamic in nature
 - 2) Saves cost if printing, and visualising
 - 3) Both 1 & 2
 - 4) None of the above
- 24) Fixtures or mannequins on aisles are designed primarily to attract customers into a department is known as
- 1) End caps
 - 2) Walls
 - 3) Free standing display
 - 4) Cash wraps
- 25) Cash wraps also known as:
- 1) Point of purchase
 - 2) Point to point
 - 3) Purchase on petty cash
 - 4) Cash on purchase
- 26) Factors that retailer consider while space allocation of merchandise are:-
- 1) Productivity of allocated space
 - 2) The merchandises in inventory turnover
 - 3) Impact on store sale
 - 4) All of the above

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27) Stock it high & let it fly, is based on which of the merchandising display

- 1) Tonnage
- 2) Vertical
- 3) Frontal
- 4) Highlighting

28) Which of the following includes the style/ item way of presentation of merchandise?

- 1) Discount stores
- 2) Drug stores
- 3) Groceries
- 4) All the above

29) Following are the techniques used to effectively prepare signage

- a. Co-ordinate signs and graphics with store image
- b. Use signs & graphics as props
- c. Limit the text on signs

Select the correct statement from the above

- 1) a,b
- 2) b,c
- 3) a,b,c
- 4) a,c

30) Areas within a store designed to get the customers attention are known as-

- 1) Attention area
- 2) Feature area
- 3) Free standing area
- 4) Customer area

31) While preparing display area, a specific area or space is used to display merchandise that is being promoted, such areas are termed as

- a. Promotional aisle
- b. Promotional area
- c. Promotional display
- d. Promote display

Select the correct option

- 1) a only
- 2) b only
- 3) a, b
- 4) c, d

32) The term visual merchandising refers to:

- 1) The presentation of store in ways that allows the entry of all the customers
- 2) The presentation of store & its merchandise in ways that will allow the entry of maximum customers
- 3) The presentation of a store & its merchandise in ways that will attract the attention of potential customers
- 4) The presentation of a store & its merchandise in some ways that will attract the attentions of all employees

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33) Display techniques can be based on the following concepts:

- a. Using a specific idea or image
- b. Using style / item categorisation
- c. Manufacturing date
- d. Pricing

Select the correct options from the codes given below:

- 1) a, b, c
- 2) b, c
- 3) a, b, d
- 4) b, c, d

34) To maintain the merchandise display apart from just the display techniques "Atmospherics" also come into play. "Atmospherics" includes

- a. Light
- b. Colour
- c. Music
- d. Scent
- e. Pattern

Select the correct options from the codes given below:

- 1) a,b,c,d
- 2) a,c,d,e
- 3) b,c,e
- 4) c,d,e

35) "Popping" the merchandise basically means

- 1) Using pop up art
- 2) Using spot lights
- 3) Using pop up adds
- 4) Using soft tables

36) Mannequins usually display the

- a. Newest merchandise
- b. Most enticing merchandise
- c. Last season favourites

Select the correct options from the codes given below:

- 1) a only
- 2) b, c only
- 3) a, b, c
- 4) a, b only

37) Services are heterogeneous. Service performance may vary across providers of same service. The extent to which customers recognise and are willing to accept this variation is called:

- 1) Customer tolerance
- 2) Zone of tolerance
- 3) Customer expectation
- 4) Customer needs

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- 38) Mc Donald's happy price meal is an example of?
- 1) Standardization
 - 2) Customisation
 - 3) Both 1 & 2
 - 4) None of both
- 39) Home delivery would be important for which of the following retailers?
- 1) Hotels
 - 2) Restaurants
 - 3) Off price retail
 - 4) Ice cream parlour
- 40) Shopping and purchasing merchandise can be classified as?
- 1) Utilitarian needs
 - 2) Hedonic needs
 - 3) Both 1 and 2
 - 4) Neither 1 nor 2
- 41) Which was the first shopping centre of India?
- 1) Hogg Market
 - 2) Crawford Market
 - 3) Gol Bazaar
 - 4) A.C. Market
- 42) Which type of retail store was opened by government to increase availability of products to general public?
- 1) Public distribution system
 - 2) Khadi and village industries
 - 3) Ration store
 - 4) All of the above
- 43) Promotional objective mainly aimed at improving long term performance is called?
- 1) Patronage objective
 - 2) Positioning objective
 - 3) Institutional objective
 - 4) All of the above
- 44) The most frequent used techniques in promotion like coupons, premium, contests, loyalty scheme, samples, etc. are used to increase?
- 1) Sales
 - 2) Loyalty
 - 3) Advertising
 - 4) Image
- 45) Fill the blank with the correct explanation given below?
Advertising ismedia
- 1) Unpaid impersonal communication
 - 2) Unpaid personal communication
 - 3) Paid personal communication
 - 4) Paid impersonal communication
- 46) Competitive parity method is a way of:
- 1) Communicating with customers
 - 2) Setting communication budget
 - 3) Allocating communication budget
 - 4) Setting communication objective

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- 47) Which is the most frequent used medium by which new generation explores about anything new?
- 1) Advertising
 - 2) Web site
 - 3) News paper
 - 4) Promotion
- 48) What FSSAI stands for?
- 1) Food supply standard authority of India
 - 2) Food safety and standards authority of India
 - 3) Food supply and safety authority of India
 - 4) Federation of safety standard all of India
- 49) Which protection act makes a criminal offense for traders to give misleading price indication related to goods or services?
- 1) Customer Protection Act
 - 2) Consumer Protection Act
 - 3) Client Protect Act
 - 4) Consumer Protect Act
- 50) LTV stands for?
- 1) Customer long time value
 - 2) Customer life time value
 - 3) Creditors life time value
 - 4) Creditors long time menu
- 51) Selling a mobile phone cover with the purchase of mobile phone comes under which type of selling?
- 1) Cross selling
 - 2) Add on selling
 - 3) Complimentary selling
 - 4) Selling pastry
- 52) In context of advantages of customer loyalty the above statement which holds true are?
- a. Loyal customers always stick to the retailers
 - b. Promotes family and friends to buy from their preferred retailer
 - c. Not attracted towards any other retailers
 - d. No advertising cost is involved to remind them of retailers presence
- Select the correct answer using the code below
- 1) a & b
 - 2) c & d
 - 3) d & a
 - 4) All of the above
- 53) Customer management strategy is implemented with the help of?
- 1) Store employee
 - 2) Software
 - 3) Only 1
 - 4) Both 1 & 2

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54) One of the tools to excess service quality retailers periodically used a professional shopper called?

- 1) Unknown shopper
- 2) Surprise shopper
- 3) Mystery shopper
- 4) All the above

55) Allowing lower most level of employee to take important decision regarding improvement in customer service is referred to as?

- 1) Participative decision making
- 2) Empowerment
- 3) Decentralization
- 4) Responsibility sharing

56) What does FIFO stands for?

- 1) First insured first out
- 2) Free in flow out
- 3) First in first out
- 4) None of the above

57) In context of sales promotion which of the below statements which are true?

- a. They increase impulse purchase
 - b. They help to maintain store loyalty
 - c. They are very effective at increasing sales volume in the short term
 - d. Sales promotion introduce novelty and fun into shopping
- Select the correct answer using the code below

- 1) a & c
- 2) b & d
- 3) a, b & d
- 4) All of the above

58) Consider the following statements:

- a. Greeting and approaching customers
- b. Determining customer needs
- c. Presenting and demonstrating merchandise
- d. Answering objections
- e. Closing the sales
- f. Suggestive selling

The above mentioned statements are the part of following process:

- 1) Promotions
- 2) Selling
- 3) Loyalty
- 4) Customer complaint

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59) The internal environment of store is basically formed of 3 important elements which are?

- a. The customers
- b. The merchandise
- c. The people (employee, sales people)
- d. The location

- 1) b, c, d
- 2) a, b, c
- 3) a, c, d
- 4) a, b, d

60) Customers can be divided into following kinds

- a. Loyal
- b. Fickle
- c. Renewing
- d. New

- 1) a, c, d
- 2) a, b, c
- 3) b, c, d
- 4) a, b, c, d


61) Which of the following is not a customer approach?

- 1) Non verbal approach
- 2) Social greeting approach
- 3) Compliment approach
- 4) Discount approach

62) Following methods are used to pack & receive merchandise

- a. Plastic containers
- b. Cardboard cartons
- c. Wooden crates
- d. Glass boxes

- 1) a, b, c
- 2) b, c, d
- 3) a, b, d only
- 4) b, c only

63)  symbol in packaging means

- 1) Store near staircase
- 2) This way up
- 3) To store on upper shelves
- 4) To store on upper floor

64) Shipping date refers to?

- 1) Dates on which items are loaded on ships
- 2) Dates on which items are dispatched from vendor
- 3) Dates on which items will reach to the store
- 4) Dates on which items are manufactured

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- 65) In order to facilitate receiving weekly deliveries of ordered inventory-
- a. Days are prefixed for different items
 - b. Extra entry staff may be scheduled
 - c. Clear out storage area & storeroom
- Select the correct options from codes given below
- 1) Only a, b
 - 2) a, b, c
 - 3) b, c
 - 4) None of the above
- 66) Consider the following statements:
- a. Confirming the number of cartons match the quantity on the bill of lading
 - b. Examining the containers for signs of damage, including leaks, tears or broken seals
 - c. Verify the weight, if necessary, matches the amount charged
- Which of the above statements stand true for receiving merchandise:
- 1) a, b
 - 2) b, c
 - 3) a, b, c
 - 4) a, c
- 67) Any discrepancies noted between the received goods & those mentions on the freight bills should be noted on?
- 1) On the freight bill before signing
 - 2) On the freight carton
 - 3) On the store incoming register
 - 4) On the security register
- 68) Start the process of checking freight by comparing the vendors invoice against the stores purchase order to ensure:
- a. Prices and additional terms of sale are as agreed upon
 - b. Quantities received by the retailer match purchase order
 - c. Product styles, colours, sizes received are identical to purchase order
 - d. Merchandise quality equals, or exceeds, the buyer's expectations
- Select the correct /true statements stated above
- 1) a, b, c
 - 2) b, c, d
 - 3) a, b, c, d
 - 4) b, d

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69) Following is not a pricing method

- | | |
|------------------------|---------------------|
| 1) Competitive pricing | 2) Prestige pricing |
| 3) Weather pricing | 4) Multiple pricing |

70) When tagging price labels, hand tags & any other customer sticker consider the following statements:

- a. Cover any important information on the product packaging.
- b. Most tags and labels should be placed on the upper right area of the product.
- c. Color-code labels for special events or markdowns

Select the ones which hold true in the above context:

- | | |
|--------------|----------------------|
| 1) a, b only | 2) b, c only |
| 3) a, b, c | 4) None of the above |

71) Following is not a method to mark prices on the products

- | | |
|--------------------------|---------------------|
| 1) Labels on the product | 2) Shelf labels |
| 3) Bar codes | 4) Rubber stamp ink |

72) The sequence to stock merchandise is as follows :

- a. Received
- b. Checked in
- c. Ordered
- d. Priced

Select the correct sequence from the codes given below :

- | | |
|---------------|---------------|
| 1) c, a, b, d | 2) a, b, c, d |
| 3) c, b, a, d | 4) c, b, d, a |

73) When is the merchandise held temporarily in stock?

- | | |
|---------------------------|-------------------------------|
| a. If considered seasonal | b. If planned for a promotion |
|---------------------------|-------------------------------|

- | | |
|---------------|----------------------|
| 1) a only | 2) b only |
| 3) Both a & b | 4) None of the above |

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74) Consider the following statements:

- a. Work high priority & fast selling items
- b. Prick labels & tagging supplies away from customers
- c. Keep aisles & emergency exits filled
- d. Plan receiving & stocking carefully

Select the ones which hold true in the above context:

- 1) a, b, c,
- 2) a, b, d
- 3) b, c, d
- 4) a, c, d

75) Which of the following are common mistakes when approaching a customer:

- a. Too soon, not giving customer enough time to settle
- b. No eye contact with customer
- c. Making over smart remarks
- d. Making sincere compliments

Select the correct answer using the code below:

- 1) a, b, c, d
- 2) a, b, c
- 3) b, c, d
- 4) a, b, d

76) Which of the following is not a representation of Body language :

- 1) Facial Expressions
- 2) Posture
- 3) Eye contact
- 4) Voice Tone

77) Who has the prime responsibility to choose and place the order for the products:

- 1) Merchandiser
- 2) Store manager
- 3) Planner
- 4) Buyer

78) By using _____, business documents are exchanged in a structured format from one computer to another

- 1) Electronic Data Interchange
- 2) Document exchange unit
- 3) Computer data exchange link
- 4) All the above

79) Which of the following is not the duty of a security guard stationed at the gate of the store?

- 1) Ensure all security equipment is in working condition
- 2) Ensure all documentation is available at the start of the day
- 3) Record all incidents of thefts
- 4) Ensure every vehicle at entry and exit is checked

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80) Which of the following stands true for security control room duties in a store :

- a. Effective monitoring of staff
- b. Recording of all appropriate routine and emergency matter
- c. Physical check of all employees
- d. None of the above

Select the correct options from the code given below :

- 1) a, c, d
- 2) b, c, d
- 3) a, d, c
- 4) a, b, c

81) Effective housekeeping in store does not result in:

- 1) Fewer tripping and slipping
- 2) Accidents in clutter free work area
- 3) Decreased risk of fire
- 4) Better hygienic work conditions

82) Following are the types of metal detectors used in a store:

- a. Door frame metal detector
- b. Hand held metal detector
- c. Walk thru Metal detector
- d. Walk away metal detector

Select the correct options from the code given below :

- 1) a, b
- 2) b, c
- 3) a, c, d
- 4) a, b, c

83) To respond to emergency situations, the security personnel should be trained to:

- a. Responding to an emergency alarm
- b. Communicating details of emergent situations
- c. Emergency scene isolation
- d. Managing emergency situations

Select the correct options from the code given below :

- 1) a, b
- 2) b, c
- 3) a, c, d
- 4) a, b, c, d

84) Which of the following is not a function of the security personnel

- a. Talk politely to all staff and customers
- b. Prevent or detect theft
- c. Be watchful on night patrol

Select the correct options from the code given below:

- 1) a only
- 2) a, b
- 3) b, c
- 4) None of the above

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85) Common housekeeping tasks in a store does not include:

- | | |
|--------------|---------------------|
| 1) Vacuuming | 2) Wash removal |
| 3) Laundry | 4) Broom and moping |

86) When applying housekeeping procedures to your counter areas, the key points to be considered are:

- | | |
|----------------------|--------------|
| a. Clean | b. Safe |
| c. Un clutter | d. Organized |
| e. Customer friendly | |

Select the correct options from the codes given below:

- | | |
|-----------------|------------------|
| 1) a, b, c only | 2) b, c, d only |
| 3) b, c, d, e | 4) All the above |

87) In a busy retail environment it's common to accumulate general waste, these may include:

- | | |
|-----------------------|-----------------------|
| a. Packaging material | b. Paper |
| c. Plastic | d. Broken merchandise |

Select the correct options from the codes given below:

- | | |
|---------------|------------|
| 1) b, c | 2) a, b, d |
| 3) a, b, c, d | 4) a, b, c |

88) Consider the following statements in context to good housekeeping in a store:

- Clean the computers at least once a week
- Keep storage clutter free and organized
- Stack pallets, boxes, baskets etc neatly
- Keep aisles, stairway & platforms clear from obstruction

Select the correct options from the codes given below:

- | | |
|------------------|----------------------------|
| 1) a, b are true | 2) b, c, d are true |
| 3) a, c are true | 4) All statements are true |

RS

89) Duties of the cashier assigned to a specific cash counter include:

- a. To keep cash counter is neat and tidy
- b. To ensure cash till machine is working
- c. To check all telephone lines and credit card machine's are working
- d. To ensure returns are deposited back to housekeeping

Select the correct options from the codes given below:

- 1) a, b, d
- 2) b, c, d
- 3) a, c, d
- 4) a, b, c

90) Billing can be enhanced by the following procedure:

- 1) Having manual cash counter
- 2) Having integrated bar code scanner
- 3) Having hand written bills
- 4) Having less number of tills

91) Orders which need to be delivered at the door step can be billed as

- 1) Balance bill
- 2) Expected bills
- 3) Pending bills
- 4) Due bills

92) Having small items bundled together, like a gift packs are also termed

- 1) Pack item
- 2) KIT item
- 3) Gift item
- 4) Take away item

93) Modern inventory control system almost exclusively is based on

- 1) Point of sale
- 2) Barcode technology
- 3) Individual printing rates
- 4) Amount of stock kept

94) Following are some inventory controls method used in retailing

- a. Visual control
- b. Ticker control
- c. Click sheet control

Select the correct options from the codes given below:

- 1) a, b
- 2) b, c
- 3) a, c
- 4) All of the above

RS

- 95) Consider the following below mentioned points:
- a. Reduced inventory
 - b. Reduced stock outs
 - c. Detection of damages, breakages, mentioned
 - d. Increase in sales
- Above mentioned benefits are of which process:
- 1) Housekeeping maintenance
 - 2) Merchandise maintenance
 - 3) Inventory maintenance
 - 4) Store maintenance
- 96) Consider the following statements in context to damaged goods received:
- a. Retain damaged items
 - b. Call carrier to report damage & request inspection
 - c. Returned damaged items without authorisation from shipper or supplier if required
- Select the correct options from the codes given below:
- 1) a & b are true
 - 2) b & c are true
 - 3) a & c are true
 - 4) c is true
- 97) A process where the manager is to retain a portion of price ticket, when the item is sold is known as
- 1) Ticket control
 - 2) Portion control
 - 3) Stub control
 - 4) Price control
- 98) Why do we need to keep stock or inventory in a store:
- 1) Time, uncertainty, cost effectiveness
 - 2) Uncertainty and cost effectiveness
 - 3) Time, uncertainty, money
 - 4) Time and money
- 99) Each fixture, display, racks & back stocks location should be assigned a code known as:
- 1) Location code
 - 2) Map code
 - 3) Fixture map code
 - 4) Display code
- 100) Unorganised retailing units will include
- a. Kiranas
 - b. Pan shops
 - c. Departmental stores
 - d. Fruit vendor's
- 1) a, b
 - 2) b, c, d
 - 3) a, b, d
 - 4) a, c, d

RS

101) The process of any organisations selling to the final consumer, whether it is a manufacturer, wholesaler or retailer is called

- 1) Merchandising
- 2) Retailing
- 3) Shopping
- 4) Business

102) To reduce costs, manufacturers & wholesalers ship large cartons which are then broken into smaller quantities to meet individual consumption needs is known as:

- 1) Breaking assortment
- 2) Breaking bulk
- 3) Break bulk
- 4) Break assortment

103) One or more building forming a complex of shops representing various merchandisers is known as :

- 1) Shop mall
- 2) Shopping market
- 3) Mall market
- 4) Shopping mall

104) Rural retail industry has the following forms

- a. Haat
 - b. Trade fair
 - c. Exhibition
 - d. Melas
- 1) a, b
 - 2) b, c
 - 3) a, c
 - 4) a, d

105) Shoplifting can be reduced by

- a. Improved store design
- b. Employee training
- c. Special security measures

Select the correct options from the codes given below:

- 1) a, b
- 2) b, c
- 3) a, b, c
- 4) a, c

106) EAS system for improved security stands for:

- 1) Electric administrative system
- 2) Electronic artificial surveillance system
- 3) Electronic Aerial system
- 4) Electronic Aerial surveillance system

RS

107) There are _____ degrees of loyal customers that a retailer may have to manage.

- | | |
|------|------|
| 1) 3 | 2) 5 |
| 3) 4 | 4) 6 |

108) The customers who have absolutely no preference & buy from any stores are known as

- | | |
|-------------|--------------|
| 1) Spotters | 2) Splitters |
| 3) shifters | 4) Switchers |

109) Customer data base is also regarded as

- | | |
|-----------------------------------|-------------------------|
| 1) Data collection | 2) Data warehouse |
| 3) Warehouse customer information | 4) Customer information |

110) Following are methods of payment

- | | |
|------------------------|------------------|
| a. Cash | b. Credit cards |
| c. Store account cards | d. Hire purchase |

- | | |
|---------------|------------|
| 1) a, b, c | 2) a, b, a |
| 3) a, b, c, d | 4) a, b, d |

111) Consider the following statements in context to first aid:

- | | |
|-----------------------------|---|
| a. Act calmly and logically | b. Be in control |
| c. Be gentle but firm | d. Don't talk much, keep quiet as far as possible |

- | | |
|------------|---------------|
| 1) a, b, d | 2) a, b, c, d |
| 3) a, b, c | 4) a, c, d |

112) For cut and abrasion the first aid should be administered as follows

- 1) Wound need to clean with cold water
- 2) Wound needs to cleaned with warm water and antiseptic location
- 3) Wound need to be cleaned with cold water and absorb
- 4) Wound need to left open

113) For artificial respiration the first aid techniques include these methods:

- | | |
|---------------------------------|-----------------------------------|
| a. Cardio pulmonary respiration | b. Holger Neilson |
| c. Holger respiration | d. Cardio pulmonary resuscitation |

Select the correct options from the codes given below:

- | | |
|---------|---------|
| 1) a, b | 2) b, d |
| 3) b, c | 4) c, d |

RS

114) First aid box doesn't include

- | | |
|------------------------|----------------------|
| 1) Paracetamol tablets | 2) Antiseptic lotion |
| 3) Cotton | 4) Sunscreen Lotion |

115) The employee in a retail store who does the packing, wrapping etc is known as

- | | |
|-----------|-----------|
| 1) Helper | 2) Bagger |
| 3) Packer | 4) Runner |

116) In case of distance selling, the refusal to accept the consignment by customer can be following reasons:

- Goods not delivered within time period
- Goods are different than what was ordered by the customer
- The goods are faulty or damaged
- The goods have not arrived in proper order

Select the correct options from the code given below:

- | | |
|----------|---------------------|
| 1) a,b | 2) a,c |
| 3) b,c,d | 4) All of the above |

117) In product profitability GMROI stands for

- Gross margin rate on investment
- Gross margin rate on interest
- Gross margin return on investment
- Gross maximum return on investment

118) One of the earliest and best known example of virtual retailer internationally is:

- | | |
|-----------------|---------------|
| 1) Flipkart.com | 2) Amazon.com |
| 3) Ebay.com | 4) Myntra.com |

119) The process of determining required number of employees and the timings at which they are required is termed as:

- | | |
|-----------------------|----------------------|
| 1) Labour maintenance | 2) Labour management |
| 3) Labour scheduling | 4) Labour Layout |

120) Major retailer at a shopping centre who is responsible for increasing majority of footfalls is known as:

- | | |
|--------------------|-------------------|
| 1) Anchor store | 2) Major store |
| 3) Important store | 4) Flagship store |