RETAIL
National Skills Qualification Framework (NSQF)
(New Syllabus)
[ Hindi and English Medium ]
Level - 2
(Only for Fresh Candidates)
(Morning Session)

Time allowed: 2.30 hours  [ Maximum Marks: 60]

• कृपया जाँच कर लें कि इस प्रश्न-पत्र में मुद्रित प्रश्न 38 हैं।
  Please make sure that the printed question paper are contains 38 questions.
• प्रश्न-पत्र में दाखिले हाथ की ओर विचय गये कोड नंबर को छात्र उत्तर-पुस्तिका के मुख्य-पृष्ठ पर लिखें।
  The Code No. on the right side of the question paper should be written by the candidate on the front page of the answer-book.
• कृपया प्रश्न का उत्तर लिखना शुरू करने से पहले, प्रश्न का क्रमांक अवश्य लिखें।
  Before beginning to answer a question, its Serial Number must be written.
• उत्तर-पुस्तिका के बीच में खाली पन्ना/ पन्ने न छोड़े।
  Don’t leave blank page/pages in your answer-book.
• उत्तर-पुस्तिका के अंतरिक्ष कोई अन्य शीट नहीं मिलेगी। अतः आवश्यकतानुसार ही लिखें और लिखा उत्तर न करें।
  Except answer-book, no extra sheet will be given. Write to the point and do not strike the written answer.
Candidates must write their Roll Number on the question paper.

Before answering the questions, ensure that you have been supplied the correct and complete question paper, *no claim in this regard, will be entertained after examination.*

**Note:**

(i) All questions are compulsory.

(ii) Marks are indicated against each question.

(iii) Answer the questions according to their marks.

1. Write note on Standard Operating Procedure (SOP) in retail.

   **Or**

   Write note on retail store maintenance management system.

2. Write a note on Non-verbal Communication.

   **Or**

   Explain in brief any *two* types of barriers in Communication.

3. What is retail? State its importance.
4. Write any three responsibilities to not to do the things of a Visual Merchandiser.

5. Write any three key features of retail billing.

6. State any three main duties of a security guard in a retail store.

7. Write an importance of Verbal-Communication.

8. State the meaning of personal grooming and what type of skill required for it?

9. State any one cashless transaction mode of payment in a retail store.

10. Write any one basic function of Merchandise Planning.

11. Write any one type of ‘trait’ of merchandising.

12. Write any one function of a visual merchandiser.

13. What is Store-layout?

14. Write name of any one form of lay-out in a retail store.

15. Write any one importance of a effective house-keeping.

16. What is Store-layout?
What is downward communication?

What is horizontal communication?

What is lateral communication?

What is informal communication?

Write full form of the abbreviation 'SMS'.

What is telephone etiquette?

Write name of any one health care activity?

Write any one importance of effective health care in retailing.

Write any one responsibility of a worker for health care measures.

Write any one responsibility of employer for health care measures?

What is the meaning of health care in a retail store?

Write any one tip of social success makeover in personal grooming.

Write any one tip for a business woman for Jewellery.

What is the meaning of health care in a retail store?

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Broadly customers can be divided into:
(a) Five kinds
(b) Two kinds
(c) Four kinds
(d) None of the above

30. ‘मर्चेंडाइज’ आयु, लिंग एवं टारगेट मार्केट के रूप में अनुसार होना चाहिए।

(True/False)

31. ग्राहकों का विशेष लाइन के स्टॉक रखने के लिए उत्तरदायी नहीं है।

(True/False)

32. रिटेल स्टोर में अच्छी क्यालिटी के साइडेन बाहर/अन्दर लगे रहते हैं।

(True/False)

33. फूड मर्चेंडाइजिंग में निम्न शामिल नहीं हैं:

(a) Restaurants
(b) Foot-wear store
34. The objectives of store design is to meet legal requirements.  
(True/False)

35. Merchandise should never be displayed at the entrance and exit of the store.  
(True/False)

36. Write full form of the abbreviation 'POS'.

37. Post-dated cheques are not treated as payment, but only as:
   (a) Cash sales
   (b) Items-held for safekeeping
   (c) Both above
   (d) None of the above
Personal security guards are also called:

(a) Black-cats
(b) Bouncers
(c) Both above
(d) None of the above