RETAIL
National Skills Qualification Framework (NSQF)
Level – 4
[ Hindi and English Medium ]
(Only for Fresh Candidates)
(Evening Session)

Time allowed: 2.30 hours ]     [ Maximum Marks : 60

Please make sure that the printed question paper are contains 29 questions.

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.

Before beginning to answer a question, its Serial Number must be written.

Don’t leave blank page/pages in your answer-book.

Except answer-book, no extra sheet will be given. Write to the point and do not strike the written answer.
• परीक्षार्थी अपना रोल नंबर प्रश्न-पत्र पर अद्वैत लिखें।

Candidates must write their Roll Number on the question paper.

• कृपया प्रश्नों का उत्तर देने से पहले यह सुनिश्चित करें कि प्रश्न-पत्र पूर्ण व सही है, परीक्षा के उपरान्त इस सम्बन्ध में कोई भी दावा स्वीकार नहीं किया जायेगा।

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.

नोट : (i) सभी प्रश्नों के उत्तर दीजिए।

Attempt all questions.

(ii) आपके उत्तर अंकानुसार होने चाहिए।

Your answer should be according to marks.

[ निबन्धात्मक प्रश्न ]

[ Essay Type Questions ]

1. आपूर्ति श्रृंखला प्रबन्धन से आपका क्या अभिप्राय है ? आपूर्ति श्रृंखला प्रबन्धन के तत्त्वों की व्याख्या कीजिए। 6

What do you mean by Supply Chain Management ? State the elements of supply chain management.

अपवाद
2038

OR

Explain the duties of Retail sales supervisors.

2. टॉक क्या है ? टॉक के विभिन्न प्रकारों का वर्णन करें।

What is Inventory? Discuss the different types of inventory.

अपबा

OR

कार्यक्रम प्रबन्धन से आपका क्या अभिप्राय है ? कार्यक्रम प्रबन्धन के सिद्धांतों का वर्णन करें।

What do you mean by Event Management? Explain the principles of event management.

[ लघु उत्तरीय प्रश्न]

[ Short Answer Type Questions ]

3. लेखांकन के कार्यों का वर्णन करें।

Discuss the functions of Accounting.
4. Describe various methods of payment in E-Retailing.

5. What are the requirements of market segmentation in Retail Business? Explain.

6. What is the need for studying consumer behaviour?

7. State the 7Cs of E-marketing.

8. Differentiate between Debit note and Credit note.

[ Very Short Answer Type Questions ]

9. What is Retail Research?
10. State about the Retail Organizational Structure.

11. What is Market Information System (MIS)?

12. What is Retail Strategy?


14. What are the rules of entry in Personal Accounts?


16. Write two functions of security personal.

17. Discuss money measurement concept of accounting.
18. What is On-Line Retailing?

19. What is house-keeping?

20. What do you mean by display of product?

21. Name the two Big Retail Companies.


23. What is Tele-marketing?

24. What is e-business?

25. State two elements of vendor selection for an event.
26. Write two features of site-selection.

27. State the name of two types of subsidiary books.

28. What is Saving Deposit Account?

29. (i) (a) वास्तविक खाता  
(b) नाम-मात्र खाता  
(c) शेपों का विवरण  
(d) व्यक्तिगत खाता
Which of the following is concerned with Trial Balance?

(a) Real Account
(b) Nominal Account
(c) List of Balances
(d) Personal Account

(ii) क्रय बड़ी को किसका रिकार्ड रखने के लिए बनाया जाता है?

(a) माल का क्रय
(b) सभी नकद क्रय
(c) माल के सभी उत्पाद क्रय
(d) उपरोक्त सभी

Purchase book is maintained to record:

(a) Purchase of goods
(b) All cash purchases
(c) All credit purchases of goods
(d) All of the above
(iii) Which of the following is concerned with retail-mix?
(a) Appeal  
(b) Location  
(c) Timing  
(d) All of the above

(iv) Write the full form of C.C. Television.

(v) Which of the following is concerned with stock control?
(a) Chori rokena  
(b) Stock kam karna  
(c) Adhikarit stock ki jukrat  
(d) Uparokta mein se koi nahi
Which of the following is concerned with the visual control of inventory?

(a) To control theft
(b) To reduce inventory
(c) Additional inventory is required
(d) None of the above

(vi) सामग्री की दो या अधिक स्थानों के बीच कम दूरी की हलचल को कहा जाता है : 1

(a) यातायात
(b) भण्डारण
(c) सामग्री संचालन
(d) उपरोक्त सभी

The short distance movement of materials between two or more points refers to:

(a) Transportation
(b) Warehousing
(c) Material handling
(d) All of the above

(vii) निम्न से कौन-सा लेखांकन की अवधारणा है ? 1

(a) एकस्तरता
(b) प्रकटीकरण

(c) द्विपक्षीय

(d) भौतिकता

Which of the following is an accounting concept?
(a) Consistency
(b) Discloser
(c) Dual aspect
(d) Materiality

Which of the following should be considered in market-segmentation?
(a) Economic viable
(b) Measurable
(c) Stability
(d) All of the above
Cash discount is provided on:

(a) On purchase
(b) On sales
(c) On prompt payment
(d) All of the above

An accurate understanding of ............... needs helps in consumer understanding.