

**CCE RF  
CCE RR**

**NSQF LEVEL-2**

**KARNATAKA SECONDARY EDUCATION EXAMINATION BOARD, MALLESWARAM,  
BANGALORE – 560 003**

**NSQF LEVEL-2 EXAMINATION, MARCH/APRIL, 2018**

**MODEL ANSWERS**

Date : 04. 04. 2018 ]

CODE NO. : **87-EK**

**Subject : Retail**

( English Version )

( Regular Fresh & Regular Repeater )

[ Max. Marks : 60

<b>Gn. Nos.</b>	<b>Value Points</b>	<b>Total</b>	
	<b>SECTION - A</b>		
I.	<i>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 :</i> $8 \times 1 = 8$		1
1.	Distribution method includes <b>Ans : C — Assorted service.</b>		1
2.	As a 'Hardline Retailer' you sell which type of goods ? <b>Ans : A — Durable goods.</b>		1
3.	A type of Merchandising Right is <b>Ans : D — Quantity.</b>		1
4.	Which is NOT considered as a type of Merchandiser in Business World ? <b>Ans : B — Finance Manager.</b>		1

**RF & RR - 3002**

[ Turn over

Qn. Nos.	Value Points	Total																	
5.	The most important mode of retail transportation is <b>Ans</b> : C — Road.		1																
6.	The problem associated with retail transportation is <b>Ans</b> : B — Natural Disaster.		1																
7.	The billing process directly deals with the end customer is <b>Ans</b> : A — Retail billing.		1																
8.	Ergonomics is a study of <b>Ans</b> : D — Workplace Design.		1																
II.	Fill in the blanks with suitable answer : <span style="float: right;">3 × 1 = 3</span>																		
9.	Visual merchandising is considered as an ..... but not as an expense. <b>Ans</b> : Investment.		1																
10.	Every workplace has to provide some level of ..... <b>Ans</b> : First-Aid.		1																
11.	A woman's professional appearance should support her professional ..... <b>Ans</b> : Accomplishments.		1																
III.	The names of safety and security measures are given in <b>Column-A</b> and its related features are given in <b>Column-B</b> . Match them. <span style="float: right;">4 × 1 = 4</span>																		
12.	Match the following : <table style="width: 100%; border: none;"> <tr> <td style="text-align: center;"><b>Column-A</b></td> <td style="text-align: center;"><b>Column-B</b></td> </tr> <tr> <td>i) Bouncers</td> <td>a) 12% of basic wages</td> </tr> <tr> <td>ii) E.S.I.</td> <td>b) Used under Electronic Surveillance System</td> </tr> <tr> <td>iii) C.C.T.V.</td> <td>c) 25% of Salary</td> </tr> <tr> <td>iv) Illness benefits</td> <td>d) Personal security guard</td> </tr> <tr> <td></td> <td>e) 70% of wages as compensation</td> </tr> <tr> <td></td> <td>f) Medical benefits</td> </tr> <tr> <td></td> <td>g) General security guard</td> </tr> </table> <b>Ans :</b> i) d) — Personal security guard. ii) f) — Medical benefits. iii) b) — Used under Electronic Surveillance System. iv) e) — 70% of wages as compensation.	<b>Column-A</b>	<b>Column-B</b>	i) Bouncers	a) 12% of basic wages	ii) E.S.I.	b) Used under Electronic Surveillance System	iii) C.C.T.V.	c) 25% of Salary	iv) Illness benefits	d) Personal security guard		e) 70% of wages as compensation		f) Medical benefits		g) General security guard		1 1 1 1
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Gn. Nos.	Value Points	Total	
IV.	Answer the following questions : <span style="float: right;"><math>5 \times 1 = 5</math></span>		
13.	What is Retail Merchandising ? <b>Ans :</b> It refers to the various activities which contribute to the sale of products to the end consumers.		1
14.	Write any one advantage of Straight Floor Plan of a retail store layout. <b>Ans :</b> * Motivates shoppers to spend time and explore the merchandise. * Maximises sale through impulsive buying. * Appropriate for stores where selling approach is consultative and personal. <span style="float: right;">( any one point )</span>		1
15.	Expand EDI. <b>Ans :</b> EDI — Electronic Data Interchange.		1
16.	Predict one factor affecting loading and unloading of a product. <b>Ans :</b> * Cost * Time of delivery. * Wastage of Material. * Safety of Employees * Govt. rules. <span style="float: right;">( any one point )</span>		1
17.	Who are Black Cats ? <b>Ans :</b> <u>They are the personal security guards</u> appointed for providing physical security to their employers.		1
V.	Answer the following questions : <span style="float: right;"><math>4 \times 2 = 8</math></span>		
18.	Recommend two basic duties to be discharged by a junior merchandiser. <b>Ans :</b> a) Managing site and location. b) Managing security. c) Managing customer service. d) Managing store facilities. e) Managing cash and stock. f) Managing personnel. g) Crisis Management. h) IT Management. <span style="float: right;">( any two )</span>	1 + 1	2

Qn. Nos.	Value Points	Total	
19.	Write any two objectives of a store design. <b>Ans :</b> i) Implement the retailer's strategy. ii) Influence customer buying behaviour. iii) Provide flexibility. iv) Control design and maintenance costs. v) Meet legal requirements. ( any two )	1 + 1	2
<b>OR</b>			
	Mention any two elements of Store Design. <b>Ans :</b> a) Layout b) Signage c) Feature areas. ( any two )	1 + 1	2
20.	What are the services provided by Health Care Retail ? <b>Ans :</b> i) Cash and carry ii) Health related products. iii) Convenience and gift items. ( any two )	1 + 1	2
21.	What to do if you are injured on the job ? <b>Ans :</b> You are required to report work related injury to your <u>supervisor</u> and <u>first-aid attendant</u> as soon as possible.		2
VI.	Answer the following questions : 3 × 3 = 9		
22.	List any six external factors which help in grasping customers' attention at a retail store. <b>Ans :</b> i) Merchandise collections. ii) Displays at entrance. iii) Promotion (Discounts/freebies). iv) Lighting. v) Mannequins / fixtures. vi) Sign board. vii) Store atmosphere and environment. ( any six )	6 × 1 2	3

Qn. Nos.	Value Points	Total	
23.	<p>State any three responsibilities of a worker at workplace regarding Health and Safety.</p> <p><b>Ans :</b></p> <ul style="list-style-type: none"> <li>i) Know and follow the health and safety requirements of your job.</li> <li>ii) For unknown safety requirements, ask for training.</li> <li>iii) Work safely and encourage co-workers to do the same.</li> <li>iv) Correct any unsafe conditions immediately or report them to your supervisor.</li> <li>v) Take initiative, make suggestions to improve health and safety. ( any three )</li> </ul>	3 × 1	3
<b>OR</b>			
	<p>How to present professional looking fingernails and hands ?</p> <p><b>Ans :</b></p> <ul style="list-style-type: none"> <li>i) Nails should be clean and trimmed or sculpted.</li> <li>ii) Avoid unusual or shocking nail colours.</li> <li>iii) Nail art and nail jewels are not to be used.</li> </ul>	1 1 1	3
24.	<p>Give any three suggestion for a retailer to minimise theft and shoplifting in his store.</p> <p><b>Ans :</b></p> <ul style="list-style-type: none"> <li>i) Never display the merchandise at the entrance or exit of the store.</li> <li>ii) Expensive products must be kept in locked cabinets.</li> <li>iii) Install CCTV cameras to have a close look on customers.</li> <li>iv) Instruct your employees to assist all customers at your store.</li> <li>v) Ask customers to deposit their bags at the entrance.</li> <li>vi) Do not allow the customers to carry more than three dresses at a time to trial room.</li> </ul> <p style="text-align: right;">( any three )</p>	3 × 1	3

Qn. Nos.	Value Points	Total	
VII.	Answer the following questions : <span style="float: right;"><math>2 \times 4 = 8</math></span>		
25.	<p>What is merchandising in retail ? State the steps to determine the right assortment of merchandise.</p> <p><b>Ans :</b> It refers to the <u>variety of products available for sale</u> and the <u>display of those products to create interest and attract customers</u> to buy them.</p> <p>Steps :</p> <p>a) Assessing the target market.</p> <p>b) Collecting information</p> <p>c) Analysing the data.</p> <p>d) Determining breadth and depth of merchandise offerings.</p>	2	$4 \times \frac{1}{2}$ 4
<b>OR</b>			
	<p>Mention any four functions of visual merchandising.</p> <p><b>Ans :</b></p> <p>i) Takes care of window display with its theme.</p> <p>ii) Arranges the merchandise according to concept &amp; stories.</p> <p>iii) Decorates the window display with the brand to make customers excited and increase the walk-ins.</p> <p>iv) Gives training to staff regarding placing of merchandise.</p> <p>v) Sets the colour scheme of the floor.</p> <p>vi) Through betterment of lighting &amp; display tries to push slow moving merchandise.</p> <p>vii) Helps the staff in understanding the instruction manuals &amp; advises them to follow accordingly. <span style="float: right;">( any four )</span></p>	$4 \times 1$	4

Qn. Nos.	Value Points	Total	
26.	<p>What are the steps involved in planning a store layout ?</p> <p><b>Ans :</b></p> <ul style="list-style-type: none"> <li>i) Determining the availability of space.</li> <li>ii) Determining the space needs for selling area.</li> <li>iii) Determining the space for non-selling (service) area.</li> <li>iv) Fitting the space needs for good customer.</li> <li>v) Maximising sales per square feet.</li> <li>vi) Provision for self service.</li> <li>vii) Types of merchandise presentation techniques.</li> </ul> <p style="text-align: right;">( any four )</p>	4 × 1	4
<b>OR</b>			
	<p>Write any four main points for Maintenance of Stores.</p> <p><b>Ans :</b></p> <ul style="list-style-type: none"> <li>i) Emergency services should be available 24 hours a day, 365 days in a year.</li> <li>ii) Store maintenance reporting solutions customised to meet customer's needs.</li> <li>iii) Fixture installations and National roll outs on time.</li> <li>iv) Cost effective preventive maintenance programs should be programmed.</li> <li>v) Ability to resolve maintenance problems.</li> <li>vi) Have access to qualified facilitators for retail store maintenance.</li> <li>vii) Open invoice for vendors.</li> </ul> <p style="text-align: right;">( any four )</p>	4 × 1	4

Qn. Nos.	Value Points	Total	
<b>SECTION - B</b>			
I.	<p>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 :</p> <p style="text-align: right;"><math>2 \times 1 = 2</math></p>		
27.	<p>Written communication tools exclude</p> <p><b>Ans :</b> B — Smile</p>		1
28.	<p>The two-way process of speaking and listening is</p> <p><b>Ans :</b> C — Verbal Communication.</p>		1
II.	Fill in the blank with suitable answer :		
29.	<p>Eye contact is an important part of ..... communication.</p> <p><b>Ans :</b> Non-verbal</p>		1
III.	Answer the following question :		
30.	<p>Give an example for Downward Communication.</p> <p><b>Ans :</b></p> <ul style="list-style-type: none"> <li>* Instructions to workers</li> <li>* Seek co-operation.</li> <li>* Orders.</li> <li>* Provide Motivation.</li> <li>* Announce decisions</li> <li>* Transmit vital information.</li> </ul> <p style="text-align: right;">( any one )</p>		1



Qn. Nos.	Value Points	Total	
IV.	Answer the following questions : <span style="float: right;"><math>2 \times 2 = 4</math></span>		
31.	<p>State any two differences between Formal Communication and Informal Communication.</p> <p><b>Ans :</b></p> <p>a) Formal communication refers to the discussion of workplace issue, whereas Informal communication refers to the discussion about activities outside of work.</p> <p>b) Formal communication is based on formal (official) relations, whereas Informal communication is based on informal relations. ( or any other difference)</p>	1 + 1	2
<b>OR</b>			
	<p>Name any four media of Electronic Communication.</p> <p><b>Ans :</b></p> <p>a) EPABX</p> <p>b) Walkie-Talkie.</p> <p>c) Fax Machine.</p> <p>d) GPS navigation device.</p> <p>e) Computer. ( any four )</p>	$4 \times \frac{1}{2}$	2
32.	<p>Examine the uses of Pictorial Communication.</p> <p><b>Ans :</b></p> <p>a) The 'STOP' sign tells you to stop at the given point.</p> <p>b) The sign of "TWO CHILDREN with SCHOOL BAGS" indicate the school zone.</p> <p>c) The 'U-turn' sign tells you to take a 'U'turn.</p> <p>d) The sign of "person crossing the road' indicates the place where you can cross the road. ( any two )</p>	1 + 1	2

Qn. Nos.	Value Points	Total	
V.	Answer the following question :		
33.	<p>Outline the various perceptions that can be judged from dressing appearances.</p> <p><b>Ans :</b></p> <p>Dressing speak a lot about person. So, it is important to dress up carefully to match the occasion. Some of the perceptions people can judge from your appearance are :</p> <p>i) Your professionalism</p> <p>ii) Your leadership quality</p> <p>iii) Your aptitude</p> <p>iv) Your trustworthiness.</p>	<p>1 +</p> <p>4 ×</p> <p><math>\frac{1}{2}</math></p>	3
VI.	Answer the following question :		
34.	<p>Imagine that you are a manager of a retail store and facing a lot of communication barriers. Design four suitable measures to overcome those barriers.</p> <p><b>Ans :</b></p> <p>a) Organisational policy must be clear &amp; encourage the communication flow.</p> <p>b) The policy should specify the subject matter.</p> <p>c) The communication should be through proper channel.</p> <p>d) The top management should share the responsibility of good communication.</p>		

Gn. Nos.	Value Points	Total	
	e) The top management should check from time to time that there are no bottlenecks.  f) Organisation should have adequate facilities for promoting communication, through supportive attitude and behaviour.  g) Mutual respect, trust and confidence must be developed in interpersonal relationships.  h) There should be continuous programme of evaluating the flow of communication in different directions. ( any four )	4 × 1	4