

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

**KARNATAKA SECONDARY EDUCATION EXAMINATION BOARD, MALLESWARAM,
BANGALORE – 560 003
NSQF LEVEL-2 EXAMINATION, JUNE, 2018**

MODEL ANSWERS

Date : 28. 06. 2018]

CODE NO. : **87-EK****Subject : Retail**
(Regular Repeater)

[Max. Marks : 60

Qn. Nos.	Value Points	Total	
SECTION - A			
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 : 8 × 1 = 8</i>		
1.	The retail outlet owned and operated by individuals is (A) Hyper market (B) Mall (C) Mom and Pop (D) Supermarket Ans : C — Mom and Pop.		1
2.	The traditional mass promotional method of retail is (A) Direct mail (B) Advertising (C) Personal selling (D) Publicity Ans : B — Advertising.		1
3.	The external factor that helps in grasping customer's attention is (A) Sign board (B) Assembled goods (C) Salesman (D) Price Ans : A — Sign board.		1

RR(B)-30040

[Turn over

Qn. Nos.	Value Points	Total	
4.	<p>The one who looks after the duty of “managing site and location” of a retail store is</p> <p>(A) Sales Manager (B) Divisional Merchandise Manager (C) Production Manager (D) Admin Junior merchandiser</p> <p>Ans : D — Admin Junior merchandiser.</p>		1
5.	<p>“Easy maintenance of selling area” is the advantage of which type of store layout plan ?</p> <p>(A) Straight Floor Plan (B) Diagonal Floor Plan (C) Angular Floor Plan (D) Mixed Floor Plan</p> <p>Ans : C — Angular Floor Plan.</p>		1
6.	<p>As per law, retail sales records of restricted products must be kept safe for how many years ?</p> <p>(A) One year (B) Two years (C) Four years (D) Five years</p> <p>Ans : B — Two years.</p>		1
7.	<p>Hazardous materials must be loaded and unloaded</p> <p>(A) Willfully (B) Slowly (C) Do not touch (D) Carefully</p> <p>Ans : D — Carefully.</p>		1
8.	<p>Providing a safe and healthy workplace as a health care measure is the responsibility of</p> <p>(A) Doctor (B) Supervisor (C) Employer (D) Employee</p> <p>Ans : C — Employer.</p>		1

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II.	Fill in the blanks with suitable answer : 3 × 1 = 3																		
9.	An effective and neat is a sign of a very professionally managed store. Ans : Cash Counter		1																
10.	The plan that describes the action to be taken in the event of a serious incident like fire or a disaster is called plan. Ans : Emergency.		1																
11.	The monitor should be placed at inches away from user. Ans : 18-30 inches.		1																
III.	The types of store layout are given in Column-A and their related advantages are given in Column-B . Match them. 4 × 1 = 4																		
12.	Match the following : <table style="width: 100%; border: none;"> <thead> <tr> <th style="text-align: center; width: 50%;">Column-A</th> <th style="text-align: center; width: 50%;">Column-B</th> </tr> </thead> <tbody> <tr> <td>i) Straight floor plan</td> <td>a) Provides entertainment for shoppers</td> </tr> <tr> <td>ii) Diagonal floor plan</td> <td>b) Explores merchandise & helps for impulsive buying</td> </tr> <tr> <td>iii) Angular floor plan</td> <td>c) Facilitates impulsive buying</td> </tr> <tr> <td>iv) Mixed floor plan</td> <td>d) Better use of space</td> </tr> <tr> <td></td> <td>e) Costly designed layout</td> </tr> <tr> <td></td> <td>f) Useful in self-service</td> </tr> <tr> <td></td> <td>g) Motivates shoppers to spend time</td> </tr> </tbody> </table> Ans : i) g) — Motivates shoppers to spend time ii) c) — Facilitates impulsive buying iii) f) — Useful in self-service iv) b) — Explores merchandise & helps for impulsive buying.	Column-A	Column-B	i) Straight floor plan	a) Provides entertainment for shoppers	ii) Diagonal floor plan	b) Explores merchandise & helps for impulsive buying	iii) Angular floor plan	c) Facilitates impulsive buying	iv) Mixed floor plan	d) Better use of space		e) Costly designed layout		f) Useful in self-service		g) Motivates shoppers to spend time		1 1 1 1
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IV.	Answer the following questions : 5 × 1 = 5		
13.	What kinds of products are offered by Departmental stores ? Ans : Mid-to-high quality products.		1
14.	Name the two forms of Rural Retail Industry. Ans : Haats and Melas.	2 × ½	1
15.	In relation to law of security, expand IPC. Ans : Indian Penal Code.		1
16.	State the two types of security patrol. Ans : Mobile Patrol and Static Assignment Patrol.	2 × ½	1
17.	List any two common causes of injuries in all retail stores. Ans : Slips, Trips and Falls. (Any two)	2 × ½	1
V.	Answer the following questions : 4 × 2 = 8		
18.	As a merchandiser, why should you have a merchandise planning ? Ans : a) For attracting customers b) To increase sales c) For profit maximation d) To reduce expenses.	4 × ½	2
OR			

Qn. Nos.	Value Points	Total	
	<p>As a merchandiser, what do you know about "Merchandising" ?</p> <p>Ans :</p> <p>It refers to the variety of products available for sale and the display of those products in such a way that it stimulates interest and attracts customers to make a purchase.</p>		2
19.	<p>What are the components of store operations ?</p> <p>Ans :</p> <p>i) Store layout.</p> <p>ii) Store design.</p> <p>iii) Store procedures.</p> <p>iv) Store maintenance.</p>	4 × ½	2
20.	<p>What is "Retail Market' ?</p> <p>Ans :</p> <p>It refers to a place where a group of consumers with similar needs and a group of retailers meet using a similar retail format to satisfy those consumer needs.</p>		2
21.	<p>Mention any four tools used in retail house-keeping.</p> <p>Ans : Brooms, Sponges, Vacuum cleaners, Mops, Bleaching agents, Detergents, Disinfectants. (any four)</p>	4 × ½	2
VI.	Answer the following questions :	3 × 3 = 9	
22.	<p>Prepare a list of six elements used by Visual merchandisers in creating displays.</p> <p>Ans :</p> <p>a) Colour</p> <p>b) Lighting</p> <p>c) Space</p> <p>d) Product information</p> <p>e) Sensory inputs</p> <p>f) Technologies-Digital displays.</p>	6 × ½	3

Qn. Nos.	Value Points	Total	
23.	<p>Write about your objectives in relation to designing a store layout.</p> <p>Ans :</p> <p>a) Implement the retailer's strategy.</p> <p>b) Influence customer buying behaviour.</p> <p>c) Provide flexibility.</p> <p>d) Control design.</p> <p>e) Control maintenance costs.</p> <p>f) Meet legal requirements. (any three)</p>	3 × 1	3
OR			
	<p>A customer has raised a doubt about the protection against theft at your store. Tell him about any three plans, you have made to minimise the theft in your store.</p> <p>Ans :</p> <p>a) Merchandise should never be displayed at the entrance or exit of the store.</p> <p>b) Expensive products must be kept in locked cabinets.</p> <p>c) Install CCTV cameras to have a close look on customers.</p> <p>d) Assist the customers at store.</p> <p>e) Customers are to be instructed to deposit their bags at the entrance.</p> <p>f) Do not allow the customers to carry more than three dresses at a time to trial room. (any three)</p>		3

Qn. Nos.	Value Points	Total	
24.	<p>You have decided to recruit women employees at your store. Tell them about the conditions as how to present professional looking fingernails.</p> <p>Ans :</p> <p>a) Nails should be clean and trimmed or sculpted.</p> <p>b) Avoid wearing unusual or shocking nail colours.</p> <p>c) Nail art and Nail jewels are not acceptable.</p>	1 1 1	3
VII.	Answer the following questions : $2 \times 4 = 8$		
25.	<p>Explain any four duties 'to do the things' of Junior merchandiser.</p> <p>Ans :</p> <p>a) Do buy or borrow folding tables or make from sawhorses and plywood.</p> <p>b) Do group like items together.</p> <p>c) Do dust or wash merchandise before setting it out.</p> <p>d) Do place breakables on tables that are out of the reach of children.</p> <p>e) Do display valuable items close to your house or checkout area.</p> <p>f) Do place sale desirable merchandise at the street end of your yard/driveway. (any four)</p>	4 × 1	4
OR			

Qn. Nos.	Value Points	Total											
	<p>Explain the scope (aspects) of Visual merchandising.</p> <p>Ans :</p> <p>a) The flooring and lighting used in the stores.</p> <p>b) The colour coordination in the store.</p> <p>c) Uniforms of the staff.</p> <p>d) The way of staff interaction with customers.</p> <p>e) The design of the trial rooms.</p> <p style="text-align: right;">(any four)</p>	4 × 1	4										
26.	<p>Distinguish between Health Care and Health Care Retail.</p> <p>Ans :</p> <table border="1" data-bbox="304 1126 1227 1839"> <thead> <tr> <th data-bbox="304 1126 767 1216">Health Care</th> <th data-bbox="767 1126 1227 1216">Health Care Retail</th> </tr> </thead> <tbody> <tr> <td data-bbox="304 1216 767 1368">1. Prevention, treatment and management of illness.</td> <td data-bbox="767 1216 1227 1368">1. Providing Cash & Carry services.</td> </tr> <tr> <td data-bbox="304 1368 767 1523">2. Preservation of mental and physical well being.</td> <td data-bbox="767 1368 1227 1523">2. Supplying health related products.</td> </tr> <tr> <td data-bbox="304 1523 767 1680">3. Offering health services.</td> <td data-bbox="767 1523 1227 1680">3. Offering convenience and gift items.</td> </tr> <tr> <td data-bbox="304 1680 767 1839">4. Includes allied health profession.</td> <td data-bbox="767 1680 1227 1839">4. Health care campus through professionally run stores.</td> </tr> </tbody> </table>	Health Care	Health Care Retail	1. Prevention, treatment and management of illness.	1. Providing Cash & Carry services.	2. Preservation of mental and physical well being.	2. Supplying health related products.	3. Offering health services.	3. Offering convenience and gift items.	4. Includes allied health profession.	4. Health care campus through professionally run stores.	1 1 1 1	4
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Gn. Nos.	Value Points	Total	
	<p>What are the causes for fire hazards ? State the fire prevention measures for the same in a retail store.</p> <p>Ans :</p> <p><i>Causes :</i></p> <p>a) Due to flammable and combustible materials.</p> <p>b) Due to electrical malfunctions.</p> <p>c) Due to open flames, sparks, hot surfaces.</p> <p>d) Due to smoking.</p> <p>e) Due to unsafe storage of chemical products.</p> <p style="text-align: right;">(any four)</p> <p><i>Measures :</i></p> <p>a) Must have an emergency plan to evacuate store.</p> <p>b) Assignment of evacuation job to responsible people.</p> <p>c) Marking of exit paths with exit signs & should be kept unblocked.</p> <p>d) Availability of fire extinguishers. (any two)</p>	<p>$4 \times \frac{1}{2}$</p> <p>2×1</p>	<p>2</p> <hr style="width: 20px; margin-left: auto; margin-right: 0;"/> <p>2</p> <p>4</p>
SECTION - B			
I.	<p><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></p> <p style="text-align: right;">$2 \times 1 = 2$</p>		
27.	<p>Being well-dressed in a corporate sector can influence</p> <p>(A) Transfer (B) Termination</p> <p>(C) Promotion (D) Bonus</p> <p>Ans : C — Promotion.</p>		1

Qn. Nos.	Value Points	Total	
28.	<p>The one who invented a form of writing system for blinds is</p> <p>(A) Lewis Brain (B) Louis Braille</p> <p>(C) Lenin Braille (D) Louis Allen</p> <p>Ans : B — Louis Braille.</p>		1
II.	Fill in the blank with suitable answer :		
29.	<p>Communication among employees at the same level is called</p> <p>Ans : Horizontal Communication.</p>		1
III.	Answer the following question :		
30.	<p>Expand G.P.S.</p> <p>Ans :</p> <p>Global Positioning System — GPS.</p>		1
IV.	Answer the following questions : $2 \times 2 = 4$		
31.	<p>What is EPABX ?.</p> <p>Ans :</p> <p>EPABX stands for Electronic Private Automatic Branch Exchange.</p> <p>It is an instrument used to place telephonic calls to various people in the premises.</p>	1 1	2
32.	<p>State the uses of Information and Communication Technology (ICT).</p> <p>Ans :</p> <p>a) It is used for a unified system of telecommunication.</p> <p>b) It enables the users to create, access, store, transmit and manipulate information.</p>	1 1	2
OR			

Qn. Nos.	Value Points	Total	
	Name any four most commonly used data communication media. Ans : a) EPABX. b) Walkie-Talkie. c) Fax machines. d) GPS navigation. e) Computers. (any four)	4 × ½	2
V.	Answer the following question : 3		
33.	List any six emotional barriers in communication. Ans : a) Premature evaluation. b) Inattention. c) Loss by transmission and poor retention. d) Undue reliance on the written words. e) Distrust of communicator. f) Failure to communicate. g) Semantic barriers–language, words & symbols, vocabulary. (any six)	6 × ½	3
VI.	Answer the following question : 4		
34.	Explain any four advantages of Horizontal communication. Ans : a) Encourage free information exchange. b) Avoid the same problems faced by different departments. c) Makes employees comfortable to talk to people in different departments. d) Is a real check on the power of the top leaders. e) Flow of information between persons of the same level. (any four)	4 × 1	4