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NSQF LEVEL-2

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

NSQF LEVEL-2 EXAMINATION, MARCH/APRIL, 2017

MODEL ANSWERS

Date : 10. 04. 2017]

CODE NO. : **87-EK**

Subject : Retail

(English Version)

(Regular Fresh)

[Max. Marks : 60

Gn. Nos.	Value Points	Total
SECTION - A		
I. 1.	D — Public Limited company.	1
2.	C — Profit maximisation.	1
3.	B — Mixed layout.	1
4.	A — Black Cats.	1
5.	D — The product label	1
6.	B — Occupational Safety and Health Administration.	1
7.	C — 18 - 30 inches.	1
8.	D — accomplishments.	1
II. 9.	Customer	1
10.	Mirror	1
11.	Head cashier	1
III. 12.	a) ii) — Exclusive showrooms	1
	b) iv) — Location in urban area	1
	c) i) — All under one roof	1
	d) vi) — Hypermarket.	1
IV. 13.	It refers to sale of goods and services to end user or last consumer.	1

RF-OK1051

[Turn over

Qn. Nos.	Value Points	Total	
14.	i) Straight Floor Plan ii) Diagonal Floor Plan (Any one)		1
15.	Retail, Wholesale and Departmental Store Union.		1
16.	Determining the availability of space.		1
17.	Standard Operating Procedures.		1
V. 18.	Types of merchandise are : i) Consumer products ii) Industrial products. OR Consumer products are : Bread, Milk, Grocery, Chocolates, Medicine, Vegetables. (Any four consumer products)	1 1 4 x $\frac{1}{2}$	2 2
19.	Rights of merchandising are : i) Quality ii) Price iii) Quantity iv) Place. (Any four)	4 x $\frac{1}{2}$	2
20.	Elements of store design : i) It guides the customer about store ii) Helps the customer to find and purchase merchandise.	1 1	2
21.	Disposal of waste, garbage etc. which is present in retail store. It must dispose through disposal equipment to avoid hazard.	1 1	2
VI. 22.	Merchandising tips are : i) Merchandiser should bring latest and seasonal products ii) Merchandiser should arrange according to age, sex and target iii) Provide merchandise for children in line system.	1 1 1	3
23.	i) Store atmosphere : * It creates an image to attract customer. ii) Enhance sale : * It provides for impulsive buying and guides the customer to flow in the store. iii) Maximize returns per square foot : * Getting more returns per square foot. (Any three points) OR Steps for designing store layout : i) Determining the availability of space. ii) Determining space needs. iii) Fitting space needs iv) Provision for self service. v) Types of merchandise presentation techniques. (Any six)	1 1 1	3 3

Qn. Nos.	Value Points	Total	
24.	<p><i>Reception duties of a security guard are :</i></p> <ul style="list-style-type: none"> i) Safeguard all equipment are operational ii) Ensure that all visitors enter particulars in the visitor book or not. iii) Check the badges and visitor slips. iv) Ensure that the documents are complete. v) Check/ensure whether visitors comply with company rules or not. (Any six) 		3
VII. 25.	<p>Head cashier is responsible to see/check cash counter in-charge or cash counter is managed properly or not.</p> <p><i>Following responsibilities are :</i></p> <ul style="list-style-type: none"> i) The cash counter is maintained neat & tidy or not. ii) To ensure the cash till/machine is working iii) To check the telephone lines and EDC machines iv) Checking the availability of stationery v) And responsibility to check the returns. <p style="text-align: center;">OR</p> <p>Following are the key features of Retail billing :</p> <ul style="list-style-type: none"> i) Provision to capture additional information ii) Easy to search product, by its name & code iii) It supports exchange scheme iv) Support retail & Tax invoice v) Support exchange dues vi) Helps to due bill payment. (Any four) 	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	<p>4</p> <p>4</p>
26.	<p>Employees responsibilities are :</p> <ul style="list-style-type: none"> i) Provide a safe and healthy work place ii) Provide a comprehensive occupational health safety program iii) Providing training program to co-workers iv) Providing adequate First-Aid facilities and services. <p>(Any other four)</p> <p style="text-align: center;">OR</p> <p>Supervisor's responsibilities are :</p> <ul style="list-style-type: none"> i) Instruct the co-workers in safe work procedures ii) Giving training to workers, and checking the assigned work iii) Enforce health and safety requirements iv) Correct unsafe acts and conditions. <p>(Any other four)</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	<p>4</p> <p>4</p>

Gn. Nos.	Value Points	Total	
SECTION - B			
I. 27.	B — tell her where to sit		1
28.	A — Downward communication.		1
II. 29.	'Words'		1
III. 30.	Communicating with signs, like traffic signals.		1
IV. 31.	Communication through the words : • It is a two-way process <i>i.e.</i> speaking and listening.	1 1	2
32.	Kinds of smile are : i) Coy smile ii) Artificial smile. OR	1 1	2
V. 33.	"Dress" speak lot about a person. Because people observe the clothes and body language of person first. So important to dress up neatly, well dressed person in the corporate sector has more importance. Generally people think/judge that well dressing shows your professionalism, leadership and & quality etc.	1 1 1	3
VI. 34.	<i>Body gestures are :</i> i) Brisk walk ii) Standing with hands on hips iii) Sitting with legs crossed iv) Arms crossed on chest. (Any four)	1 1 1 1	4