

**CCE RR**

**NSQF LEVEL-2**

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

**NSQF LEVEL-2 EXAMINATION JUNE, 2017**

**MODEL ANSWERS**

Date : 22. 06. 2017 ]

CODE NO. : **87-EK**

**Subject : Retail**

( English Version )

( Regular Repeater )

[ Max. Marks : 60

<b>Gn. Nos.</b>	<b>Value Points</b>	<b>Total</b>
<b>SECTION - A</b>		
I. 1.	C – Quantity	1
2.	A – Skirts	1
3.	A – Mirror	1
4.	D – Personal security	1
5.	A – Static people	1
6.	A – Should not be noisy	1
7.	C – 18 - 30 inches	1
8.	B – First-Aid.	1
II. 9.	Hierarchy	1
10.	Handling of product	1
11.	Management	1
III. 12.	a) ii) – Reebok	1
	b) i) – Amazon	1
	c) iii) – Exclusive showroom	1
	d) vi) – Mom and Pop retailer.	1
IV. 13.	Store which are offering low goods, with limited selection.	1

**RR-XXVII-8055**

[ Turn over

Gn. Nos.	Value Points	Total	
14.	It is a type of transaction, where returns and exchanges of goods etc. services take place at the same point of sale.		1
15.	Standard Operating Procedures.		1
16.	Determining the availability of space.		1
17.	Occupational Health and Safety.		1
V. 18.	Merchandise planning is systematic approach. It aimed at maximizing return on Investment planning, sales and inventory. <b>OR</b> <i>Consumer products are :</i> i) Bread ii) Milk iii) Chocolate iv) Medicine etc. ( Any four consumer products )	1 1 $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	2 2
19.	<i>Functions of divisional merchandise manager are :</i> i) Forecasting sales for the forthcoming budget period. ii) Translating the sales forecast into inventory levels in terms of rupees. ( Any two )	1 1	2
20.	Under certain conditions consumers can return or exchange goods from retailer. Due to damage or any other reasons.	1 1	2
21.	<i>Suitable jewelery for business women :</i> i) Jewelery should not be noisy ii) Not be too large or costume jewelery. It means simple, and better to wear no jewelery.	1 1	2
VI. 22.	<i>Principles of visual merchandising are :</i> i) Make it easier for the customer ii) Make it easier for the customer to self select iii) Make it possible for the shopper to co-ordinate. iv) Demonstrate particular about product at its strategic locations v) Educate the customer vi) Make arrangements for increasing the sale.	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	3
23.	<i>Tips for store design &amp; layout :</i> i) Displaying the name & logo of the store ii) Store must offer a positive atmosphere to the customer iii) Never play loud music at the store. ( Any three ) <b>OR</b> i) Maintenance of stores helps in keeping facilities ii) Emergency services should be provided 24 x 7 iii) Open invoicing. ( Any three )	1 1 1 1 1 1	3 3

Qn. Nos.	Value Points	Total	
24.	<p><i>Gate duties of a security guard are :</i></p> <ul style="list-style-type: none"> <li>i) He should ensure all equipment is operational</li> <li>ii) He should ensure all documentations are available at start of duty</li> <li>iii) Stop vehicles entering and exiting</li> <li>iv) Stop personnel entering &amp; exiting</li> <li>v) Search vehicles</li> <li>vi) Search personnel.</li> </ul>	<p>½</p> <p>½</p> <p>½</p> <p>½</p> <p>½</p> <p>½</p>	3
VII. 25.	<p><i>Key features of web reporter are :</i></p> <ul style="list-style-type: none"> <li>i) Report personalisation / configure the report</li> <li>ii) Reports can be added to My report</li> <li>iii) All reports can be exported to Excel</li> <li>iv) Comprehensive stock, sales and purchase analysis. ( Any four )</li> </ul> <p style="text-align: center;"><b>OR</b></p> <p><i>Points which decide the modes of retail transportation are :</i></p> <ul style="list-style-type: none"> <li>i) Distance between points is small</li> <li>ii) Distance between two points is too high and weight of the goods is small</li> <li>iii) Distance between two points is too high and weight of the goods is high</li> <li>iv) Combination of water and road</li> <li>v) Combination of road &amp; train. ( Any four )</li> </ul>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	4
26.	<p><i>Rights to health and safety are :</i></p> <ul style="list-style-type: none"> <li>i) Right to know and be trained in safe work practices</li> <li>ii) Right to supervision</li> <li>iii) Right to participate in health &amp; safety matters</li> <li>iv) Right to obtain employer-provided safety equipment</li> <li>v) Right to refuse work. ( Any four )</li> </ul> <p style="text-align: center;"><b>OR</b></p> <p><i>First-Aid procedures are :</i></p> <ul style="list-style-type: none"> <li>i) The work-place must provide First-Aid</li> <li>ii) Report an injury</li> <li>iii) Report the incident</li> <li>iv) Find a First-Aid treatment</li> <li>v) Send to hospital, if required. ( Any four )</li> </ul>	<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>1</p>	4

Qn. Nos.	Value Points	Total	
<b>SECTION - B</b>			
I. 27. 28.	A — Each of the four moving your eye contact from one to another. A — On the same level		1
			1
II. 29.	'Listen'		1
III. 30.	Short Message Service.		1
IV. 31.	Non-verbal communication uses physical parts of the body and is called non-verbal communication. Includes facial expansion, voice, sense of touch etc.	1 1	2
32.	<i>Purposes of Vertical communication are :</i> i) To control the flow of information ii) Decision making  <b>OR</b> <i>Advantages of Horizontal communication are :</i> i) It encourages free information exchange ii) Horizontal communication provides atmosphere where employees are comfortable to task.	1 1  1 1	2   2
V. 33.	<i>Importances of Downward communication :</i> i) It orders and instructs about jobs ii) Directions about understanding of jobs iii) It says organizational policies and procedures iv) Feedback of subordinates v) Criticisms. ( Any three )	1 1 1	3
VI. 34.	<i>Types of communication are :</i> i) Downward communication ii) Upward communication iii) Horizontal communication iv) Vertical communication v) Lateral communication vi) Formal communication vii) Informal communication viii) Pictorial communication ix) Symbolic communication.	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	4