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NSQF LEVEL-2

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

NSQF LEVEL-2 EXAMINATION, MARCH/APRIL, 2022

MODEL ANSWERS

Date : 08. 04. 2022]

CODE NO. : **87-EK**

Subject : Retail

(English Medium)

(Regular Fresh & 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 :</i> $8 \times 1 = 8$		
1.	The customer who usually asks for a price on a product is (A) Loyal customer (B) Renewing customer (C) New customer (D) Fickle customer Ans. : (D) Fickle customer		1
2.	A place where goods and services are exchanged, is (A) Variety store (B) Market place (C) Departmental store (D) Warehouse store Ans. : (B) Market place		1
3.	An example for staple consumer product among the following is (A) Chocolate (B) Medicine (C) Jewellery (D) Milk Ans. : (D) Milk		1

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[Turn over

Qn. Nos.	Value Points	Total	
4.	<p>The procedure pertaining to the handling of products in a store is (A) Inventory management (B) Standardization (C) Technology (D) Marketing Ans. : (A) Inventory management</p>		1
5.	<p>The billing that directly deals with the end customer is (A) timely billing (B) telecom billing (C) retail billing (D) wholesale billing Ans. : (C) retail billing</p>		1
6.	<p>Which of the following is a skill of beauty ? (A) Art of dining (B) Make-up (C) Art of table presentation (D) Restaurant etiquette Ans. : (B) Make-up</p>		1
7.	<p>In a restaurant hat of the chef indicates the (A) Food preparation time (B) Self defence (C) Elegance (D) Level of difficulty in work Ans. : (D) Level of difficulty in work</p>		1
8.	<p>The computer monitor should be placed from the user at a distance of (A) 18-30 inches (B) 15-25 inches (C) 25-40 inches (D) 10-20 inches Ans. : (A) 18-30 inches</p>		1
II.	Fill in the blank with suitable answer :	$3 \times 1 = 3$	
9.	<p>The combination of straight floor and diagonal floor layout is called</p> <p>Ans. : Spine Layout</p>		1
10.	<p>Telecom billing process includes receiving and payments from the customers.</p> <p>Ans. : recording</p>		1
11.	<p>The study of workplace design is</p> <p>Ans. : Ergonomics</p>		1

Qn. Nos.	Value Points	Total																	
III.	The functions of security guards are given in Colum-A and types of security guards in Column -B . Match them and write the answers along with alphabets : $4 \times 1 = 4$																		
12.	<p>Match the following :</p> <table border="0" style="width: 100%;"> <tr> <td style="text-align: center;">Column-A</td> <td style="text-align: center;">Column-B</td> </tr> <tr> <td>i) Physical security given to employers</td> <td>a) Mobile security guards</td> </tr> <tr> <td>ii) Security given for apartments</td> <td>b) Personal security guards</td> </tr> <tr> <td>iii) Giving security for internal and external assets</td> <td>c) Public security guards</td> </tr> <tr> <td>iv) Stay at one place and monitor the movement</td> <td>d) Residential security guards</td> </tr> <tr> <td></td> <td>e) Private security guards</td> </tr> <tr> <td></td> <td>f) Static security guards</td> </tr> <tr> <td></td> <td>g) Corporate security guards</td> </tr> </table> <p>Ans. :</p> <p>i) b) — Personal security guards</p> <p>ii) d) — Residential security guards</p> <p>iii) g) — Corporate security guards</p> <p>iv) f) — Static security guards</p>	Column-A	Column-B	i) Physical security given to employers	a) Mobile security guards	ii) Security given for apartments	b) Personal security guards	iii) Giving security for internal and external assets	c) Public security guards	iv) Stay at one place and monitor the movement	d) Residential security guards		e) Private security guards		f) Static security guards		g) Corporate security guards	1 1 1 1	4
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IV.	Answer the following questions : $5 \times 1 = 5$																		
13.	<p>What is a diagonal floor plan ?</p> <p>Ans. :</p> <p>The shelves or racks are kept diagonal to each other for the owner or store manager to have a watch on customer.</p>	1	1																
14.	<p>What are the two objectives of store design ?</p> <p>Ans. :</p> <p>Implement the retailer strategy, Influence customer buying behaviour, Provide flexibility, Meet Legal requirement . (Any two)</p>	$2 \times \frac{1}{2} =$	1																

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15.	<p>Write any <i>two</i> advantages of standard operating procedures in retail.</p> <p>Ans. :</p> <p>It increases sales ½</p> <p>Boosts workers productivity ½</p> <p>Enhance store image (Any two) 2 × ½ =</p>		1
16.	<p>Who is an assistant security officer ?</p> <p>Ans. :</p> <p>He is on pay roll of the security company deployed at the site to monitor and regulate employees for their performance.</p>		1
17.	<p>Expand OSHA.</p> <p>Ans. :</p> <p>OSHA</p> <p>Occupational Safety and Health Administration.</p>		1
V.	<p>Answer the following questions : 4 × 2 = 8</p>		
18.	<p>Write the steps in designing store layout.</p> <p>Ans. :</p> <p>a) Determining the availability of space.</p> <p>b) Determining space needs for selling and non-selling area</p> <p>c) Fitting space needs for good customer flow</p> <p>d) Providing for self service 4 × ½ =</p> <p>e) Types of merchandise presentation techniques. (Any four)</p>		2

Qn. Nos.	Value Points	Total	
19.	<p>As a worker at the workplace, what are the responsibilities for your health and safety ?</p> <p>Ans. :</p> <p>a) Know and follow health and safety requirement</p> <p>b) Work safely, and encourage your co-workers to do the same.</p> <p>c) Correct any unsafe conditions immediately</p> <p>d) Take initiative, make suggestion to improve health an safety.</p>	4×½	2
20.	<p>Suggest any two merchandising tips in merchandise.</p> <p>Ans. :</p> <p>a) The merchandiser should be as per the age, sex and taste of the target market.</p> <p>b) The merchandiser must source products according to the latest trends and season</p> <p>c) Merchandise for children should be in line with cartoon characters. (Any two)</p>	2 × 1 =	2
21.	<p>What is visual merchandising ? Mention its types.</p> <p>Ans. :</p> <p>Visual merchandising is the art of displaying merchandise in a store to attract customers and increase sales. Window display and food merchandising are its types.</p>		2
OR			
	<p>What is planogram ? Mention its uses.</p> <p>Ans. :</p> <p>Planogram allows visual merchandisers to plan the arrangement of merchandise by style, type, size, price or other category. It also enables a chain of store to have merchandise across the chain.</p>	1 1	2

Qn. Nos.	Value Points	Total	
VI.	Answer the following questions : 3 × 3 = 9		
22.	<p>What are the external factors that help in grasping customer in retail skill ?</p> <p>Ans. :</p> <p>a) Merchandise collections</p> <p>b) Displays at the entrance 1</p> <p>c) Promotion</p> <p>d) Lighting 1</p> <p>e) Signboard</p> <p>f) Atmosphere and environment surrounding the store. 1</p>	6×½	3
OR			
	<p>What are the common mistakes done by a salesperson in approaching customer ?</p> <p>Ans. :</p> <p>a) Not giving customer enough time</p> <p>b) No eye contact with customer 1</p> <p>c) Insincere</p> <p>d) Making over smart remarks 1</p> <p>e) Talking too softly, loudly or too much</p> <p>f) No smile. 1</p>	6×½	3
23.	<p>Explain the problems associated with retail transport.</p> <p>Ans. :</p> <p>a) Maintaining supply chain efficiency in face of increasing risk and unpredictability. 1</p> <p>b) Heightened supply chain security 1</p> <p>c) Increasing costs</p> <p>d) Infrastructure congestion exacerbated by unforeseen or uncontrollable events 1</p> <p>e) For import and export of goods needed customer clearances before sending to distribution centres</p> <p>f) Using retail transport for cross border is very complex, time consuming and costly. 1</p>	6×½	3

Qn. Nos.	Value Points	Total	
24.	<p>Briefly explain any <i>three</i> personal grooming tips.</p> <p>Ans. :</p> <p>a) There is a load of hope, good make-up skin and hair awaits you. The following skills to be learnt :</p> <p>(i) Basic skin care</p> <p>(ii) Basic hair care</p> <p>(iii) Basic make-up.</p> <p>b) Your attitude will go attitude — walking with heels to greeting someone, learn</p> <p>(i) Conversational skill</p> <p>(ii) Social graces</p> <p>(iii) Posture/gesture.</p> <p>c) Knowledge of stylish cutlery & crockery can give professional touch to food.</p> <p>(i) Art of table presentation</p> <p>(ii) Art of dining</p> <p>(iii) Restaurant etiquette. 1 + 1 + 1</p>		3
VII.	Answer the following questions : $2 \times 4 = 8$		
25.	<p>What are the main functions of admin junior merchandiser ?</p> <p>Ans. :</p> <p>a) Managing site and location</p> <p>b) Managing operative process at stores</p> <p>c) Managing cash and stock</p> <p>d) Managing store facilities</p> <p>e) Managing securities</p> <p>f) Managing personnel</p> <p>g) Crisis management</p> <p>h) IT management</p> <p>i) Managing customer service.</p>		4
OR			

Qn. Nos.	Value Points	Total	
	<p>What are the functions of visual merchandisers ?</p> <p>Ans. :</p> <p>a) A visual merchandiser takes care of window display.</p> <p>b) He decorates the window display in such a way that the customer gets excited by the brand and increase walk-ins.</p> <p>c) He spends a lot of time in training the store staff on how to place merchandise</p> <p>d) He also trains the staff to follow instruction manuals and advises them on what should go on the rack</p> <p>e) He sets the colour scheme of the floor</p> <p>f) He takes calls on slow moving merchandise and makes sure it gets prominence through better lighting and display.(Any 4)</p>		4
26.	<p>Suggest suitable tips for store design and layout.</p> <p>Ans. :</p> <p>a) The signage displaying the name and logo of the store must be installed at a place where it is visible to all even from distance.</p> <p>b) The store must offer a positive ambience to the customers.</p> <p>c) The trial rooms should have mirrors and be kept clean. 1</p> <p>d) The retailer must choose right colour for the walls to set the mood to customer.</p> <p>e) Never play loud music at store. 1</p> <p>f) The floor tiles, carpets and racks should be kept clean.</p> <p>g) There should not be bad odor at the store. 1</p> <p>h) Do not stock anything at the enhance or exit</p> <p>i) The fixture or furniture should not act as an object of obstacle. (Any 4) 1</p>		4
	OR		

Qn. Nos.	Value Points	Total	
	<p>Describe the procedures to be followed at the time of opening the retail store.</p> <p>Ans. :</p> <p>a) At least two employees must be present to open the facility. One employee at entrance of the facility while other waits outside in a locked vehicle with access to a mobile phone. The outside employee will maintain a clear view of the facility and wait for the predetermined all clear signals from his/her associate. 1</p> <p>b) Upon entering the facility, the inside employee will walk around premise to look of sign of intruders or forced entry. If any, call 911. 1</p> <p>c) After checking the interior the inside employee will post the predetermined all clear signal safe and vaults should be disarmed at the latest practical time. 1</p> <p>d) The front door will remain locked until opening time. 1</p>		4
	SECTION - B		
I.	<p><i>Four</i> 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 : $2 \times 1 = 2$</p>		
27.	<p>Grapevine communication is also known as</p> <p>(A) Formal communication</p> <p>(B) Informal communication</p> <p>(C) Downward communication</p> <p>(D) Pictorial communication</p> <p>Ans. : (B) — Informal communication</p>		1

Qn. Nos.	Value Points	Total	
28.	The mental frame of a person who breathes faster is (A) Doubt (B) Commanding (C) Confidence (D) Nervous or angry Ans. : (D) — Nervous or angry		1
II.	Fill in the blank with suitable answer :	1	
29.	GPS stands for Ans. : Global positioning system.		1
III.	Answer the following question :	1	
30.	The signs used in traffic signals indicate, which type of communication ? Ans. : Pictorial communication		1
IV.	Answer the following questions :	$2 \times 2 = 4$	
31.	"Change in the eyebrows of the person can judge him/her in the communication process." Interpret. Ans.: a) If eyebrow is lowered than the person is usually frowning, worried, searching for evidence. 1 b) If one raises eyebrows, an element of doubt or challenge. c) If raising the eyebrow, show a sign of surprise. 1		2
OR			
	"Eye contact is most important part in non-verbal communication." How ? Explain. Ans. : a) Most of the listeners look directly at the speaker between 30% and 60% of time. 1 b) Once you maintain eye contact with audience then they will feel positive frame of confidence. c) In case the listener does not focus on you, you should make your point clear and then maintain eye contact with him/her. 1		2

Qn. Nos.	Value Points	Total	
32.	What are the elements of effective communication ? Ans. : a) Adequacy b) Timing c) Integrity d) Clarity		2
V.	Answer the following question :	3	
33.	What is the importance of upward communication ? Ans. : a) Subordinates work performance b) Problems relating to work c) Performance appraisal of their subordinates d) Clarifications of orders etc. e) Opinion, attitude, feelings etc. f) Procedure, methods, practices followed while doing the work g) New ideas and suggestions h) Personal and family problems. (Any 3)	1 1 1	3
VI.	Answer the following question :	4	
34.	Explain the barriers in communication. Ans. : a) Physical Barriers : These are often due to the nature of environment. 1 b) Organizational Barriers : These are often due to faculty system design like ineffective organisational supervision of training etc. 1 c) Attitudinal Barriers : Lack of consultation with employees arises personality conflicts. Attitudinal barrier may be due to (i) Attitude of superior (ii) Attitude of subordinates 1 (iii) Emotional barriers. (iv) Physiological barrier is due to individual discomfort caused by ill health, poor eyesight or difficulties. 1		4