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NSQF LEVEL-2

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

NSQF LEVEL-2 EXAMINATION, JUNE/JULY, 2022

MODEL ANSWERS

Date : 01. 07. 2022]

CODE NO. : 87-EK

Subject : Retail

(English Medium)

(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 : $8 \times 1 = 8$</i>		
1.	The floor plan that makes optimum use of walls and space in judicial manner is (A) Angular floor plan (B) Mixed layout (C) Diagonal floor plan (D) Straight floor plan Ans. : (D) Straight floor plan		1
2.	This is NOT a mode of retail transportation. (A) e-mail (B) Road (C) Air (D) Water Ans. : (A) e-mail		1
3.	The security guards who are known as bouncers, are (A) Residential security guards (B) Corporate security guards (C) Personal security guards (D) Private security guards Ans. : (C) Personal security guards		1

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[Turn over

Qn. Nos.	Value Points	Total	
4.	Which among the following is NOT a purpose of effective store layout ? (A) To earn profit (B) To provide better shopping experience to customers (C) To attract the target customer (D) To increase loss Ans. : (D) To increase loss		1
5.	Which among the following activities is related to housekeeping ? (A) School admission (B) Purchase of materials (C) Waste removal (D) Sale of flat Ans. : (C) Waste removal		1
6.	The computer monitor should be placed from the user at a distance of (A) 10-20 inches (B) 18-30 inches (C) 15-25 inches (D) 25-40 inches Ans. : (B) 18-30 inches		1
7.	Which professional appearance supports a woman's profession ? (A) Accomplishments (B) Growth (C) Ethics (D) Development Ans. : (A) Accomplishments		1
8.	Which of the following is 'NOT' a skill of a beauty ? (A) Basic skin care (B) Art of dining (C) Make-up (D) Hair care Ans. : (B) Art of dining		1
II.	Fill in the blank with suitable answer : $3 \times 1 = 3$		
9.	Visual merchandising is being considered as investment but not as an Ans. : Expenses		1

Qn. Nos.	Value Points	Total																	
10.	Hazardous materials must be loaded and unloaded with Ans. : carefully		1																
11.	Every workplace has to be provide some level of Ans. : First aid		1																
III.	The characteristics of customers are given in Colum-A and types of customer are given in Column -B . Match them and write the answers along with alphabets : $4 \times 1 = 4$																		
12.	Match the following : <table style="width: 100%; border: none;"> <tr> <td style="text-align: center;">Column-A</td> <td style="text-align: center;">Column-B</td> </tr> <tr> <td>i) Always visits store</td> <td>a) New customer</td> </tr> <tr> <td>ii) Asks for a price of products</td> <td>b) Loyal customer</td> </tr> <tr> <td>iii) Does significant business with the store</td> <td>c) Industrial customer</td> </tr> <tr> <td>iv) Visits for the first time</td> <td>d) Fickle customer</td> </tr> <tr> <td></td> <td>e) Agent customer</td> </tr> <tr> <td></td> <td>f) Renewing customer</td> </tr> <tr> <td></td> <td>g) Wholesale customer</td> </tr> </table> Ans. : i) b) — Loyal customer ii) d) — Fickle customer iii) f) — Renewing customer iv) a) — New customer	Column-A	Column-B	i) Always visits store	a) New customer	ii) Asks for a price of products	b) Loyal customer	iii) Does significant business with the store	c) Industrial customer	iv) Visits for the first time	d) Fickle customer		e) Agent customer		f) Renewing customer		g) Wholesale customer		1 1 1 1
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IV.	Answer the following questions : $5 \times 1 = 5$																		
13.	What are impulse products ? Ans. : Instant purchasing of products is known as impulse products.		1																

Qn. Nos.	Value Points	Total							
14.	Expand DMM. Ans. : Divisional Merchandise Manager		1						
15.	What is visual merchandising ? Ans. : Visual merchandising is the activity and profession of developing floor plans and two and there-dimensional display in order to maximize sales.		1						
16.	Give two examples for e-retailers. Ans. : — Amazon ½ — eBay ½		1						
17.	What is ergonomics ? Ans. : The study of workplace design		1						
V.	Answer the following questions : 4 × 2 = 8								
18.	Write any <i>two</i> differences between window display and food merchandising. Ans. : <table border="1" data-bbox="350 1514 1227 1814" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: center;">Window display</th> <th style="width: 50%; text-align: center;">Food merchandising</th> </tr> </thead> <tbody> <tr> <td>It is used to advertise seasonal sales</td> <td>Tool to differentiate a saturated market</td> </tr> <tr> <td>It communicates style, content, price</td> <td>Restaurants, grocery stores are food merchandising</td> </tr> </tbody> </table>	Window display	Food merchandising	It is used to advertise seasonal sales	Tool to differentiate a saturated market	It communicates style, content, price	Restaurants, grocery stores are food merchandising	1 1	2
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19.	What are the advantages of angular floor plan of retail store ? Ans. : a) Methodology, efficient and convenient ½ b) Visibility of merchandise is better ½ c) Useful in self service d) Effective use of space and cost efficient ½ e) Easy maintenance of selling area (Any four) ½		2
20.	What are the responsibilities to be performed as a worker in a retail store ? Ans. : — Know and follow the health and safety requirements that are relevant to your job ½ — Work safely, and encourage your co-workers ½ — Correct any unsafe conditions ½ — Immediately report any injury ½		2
21.	Write any four objectives of a store design. Ans. : — Implement the retailer's strategy — Influence customer buying behaviour — Provide flexibility — Control design and maintenance cost — Meet legal requirements (Any four) 4 × ½ =		2
OR			
	What is a mixed layout ? Write its advantages. Ans. : Mixed layout refers to the layout blends the advantages of straight floor and diagonal store layout, thereby eliminating the disadvantages of both. 1 Advantages : — The main aisle runs through front to the back of the store. ½ — Customer can walk in both directions. ½		2

Qn. Nos.	Value Points	Total	
VI.	Answer the following questions : 3 × 3 = 9		
22.	<p>What are the factors influenced in retail loading and unloading ?</p> <p>Ans. :</p> <ul style="list-style-type: none"> — When a bulk order is obtained, send the delivery of the material to customer ½ — Load the materials for delivery to the customer as early as possible ½ — Protect the material from fire, rain, theft ½ — Delicate materials must be handled carefully ½ — While loading hazardous material extra safety must be taken — Government rules must be followed towards safety ½ — Some materials cannot be stored for longer duration ½ 		3
OR			
	<p>Write six objectives of retail transport.</p> <p>Ans. :</p> <ul style="list-style-type: none"> — To deliver the goods to the customer in a short time ½ — To deliver the goods at a least cost ½ — To reduce loading and unloading as much as possible ½ — To improve safety measures during transportation ½ — To adapt all legal requirements towards transportation ½ — Movement of goods from store to handing it over to the customer. ½ 		3
23.	<p>Write the role and functions of security guards.</p> <p>Ans. :</p> <ul style="list-style-type: none"> — Wear neat and tidy uniform — Maintain hygiene and proper grooming — Obey and pass on to other security guards all orders and instructions received from supervisor — Talk politely with students, staff and visitors — Prevention of intrusion, unauthorized entry — Be watchful while on night patrol — Work as a team with other security personnel — Make proper entry in the visitor log — Leave his post only after giving charge — Report the incidents as per the procedure 		3

Qn. Nos.	Value Points	Total	
24.	<p>Write any six responsibilities of supervisors at workplace.</p> <p>Ans. :</p> <ul style="list-style-type: none"> — Instruct you and your co-worker in safe work procedures. — Train you for all assigned tools — Ensure that only authorized trained workers operate tools — Ensure that equipment and materials are properly handled, stored — Enforce health and safety equipment — Correct unsafe acts and conditions — Identify workers with problem that could affect safety at the worksite — Follow up with interviews and referrals where necessary — Formulate health and safety rules. (Any six) $6 \times \frac{1}{2} =$ 		3
VII.	Answer the following questions : $2 \times 4 = 8$		
25.	<p>Write the functions of visual merchandiser in retail.</p> <p>Ans. :</p> <ul style="list-style-type: none"> — A visual merchandiser takes care of window display. $\frac{1}{2}$ — Arrangement of merchandiser according to concepts and stories. $\frac{1}{2}$ — He decorates the window display in such a way that the customer gets excited by the brand and increase the walk-ins. $\frac{1}{2}$ — Spends a lot of time in training the store staff on how to place the merchandise. $\frac{1}{2}$ — He also trains the staff to follow instruction manuals. $\frac{1}{2}$ — He advises the staff on what should go on track and be displayed on the floor. $\frac{1}{2}$ — He sets the colour scheme of the floor. $\frac{1}{2}$ — He takes a call on slow-moving merchandise and makes sure it gets prominence through better lighting and display. $\frac{1}{2}$ 		4
OR			

Qn. Nos.	Value Points	Total	
	<p>Explain the duties and responsibilities of junior merchandiser.</p> <p>Ans. :</p> <ul style="list-style-type: none"> — Planning : ½ Though the merchandisers may not be directly involved in actual purchase of merchandise. ½ — Directing : ½ He will guide and train buyers as and when the need arises. ½ — Co-ordinating : ½ Supervise the work of more than one buyer, hence they need to coordinate the buying effort. ½ — Controlling : ½ Assessing not only the merchandise performance, but also the buyer's performance as well as buying behaviour which is part of the merchandise manager's job. ½ 		4
26.	<p>Explain the procedures to be followed at the time of opening the retail store.</p> <p>Ans. :</p> <ul style="list-style-type: none"> — At least two employees must be present to open the facility. ½ — One employee will enter the facility. ½ — While the other employee waits outside. ½ — If the outside employee notices anything suspicious, he/she will immediately call all. ½ — Upon entering the facility, the inside employee will relock the front door and disarm the premise alarm system. ½ — After disarming the premise alarm system, the employee will walk around the premise. ½ — The employee will pay special attention to rest rooms. ½ — The signal must remain visible until all scheduled employees have reported for the day. ½ 		4
OR			

Qn. Nos.	Value Points	Total	
	<p>"The retailer must plan his store to minimize theft or shop lifting." How ? Explain.</p> <p>Ans. :</p> <ul style="list-style-type: none"> — Merchandise should never be displayed at the entrance or exit of the store. — Expensive products like watches, jewellery, precious stones must kept in locked cabinets. — Instal cameras, CCTVs to have a closed look on the customers. — Instruct the store manager or the sales persons to try and assist all the customers who come for shopping. — Ask the customers to deposit their carry bags at the entrance itself. — Do not allow the customers to carry more than three dresses at one time to the trial room. 	1	4
SECTION - 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;">$2 \times 1 = 2$</p>		
27.	<p>The flow of information from subordinates to superiors is</p> <p>(A) Downward communication (B) Upward communication</p> <p>(C) Horizontal communication (D) Vertical communication</p> <p>Ans. : (B) Upward communication</p>		1

Qn. Nos.	Value Points	Total	
28.	<p>The communication that uses physical parts of the body is</p> <p>(A) Verbal communication (B) Written communication</p> <p>(C) Non-verbal communication (D) Oral communication</p> <p>Ans. : (C) Non-verbal communication</p>		1
II.	Fill in the blank with suitable answer :	1	
29.	<p>Informal communication is also called as</p> <p>Ans. : Grapevine communication</p>		1
III.	Answer the following question :	1	
30.	<p>Define verbal communication.</p> <p>Ans. :</p> <p>Verbal communication uses words as the medium of communication.</p>		1
IV.	Answer the following questions :	$2 \times 2 = 4$	
31.	<p>Write the importance of downward communication.</p> <p>Ans.:</p> <ul style="list-style-type: none"> — Order and instructions about jobs $\frac{1}{2}$ — Organizational policies and its procedures $\frac{1}{2}$ — Feedback of subordinates' performance $\frac{1}{2}$ — Reprimands, criticisms $\frac{1}{2}$ 		2
OR			

Qn. Nos.	Value Points	Total	
	<p>Write the functions of the following :</p> <p>(i) Walkie-talkie</p> <p>(ii) Fax machine.</p> <p>Ans. :</p> <p><u>Walkie-talkie :</u></p> <p>— Typical walkie-talkies resemble a telephone handset $\frac{1}{2}$</p> <p>— Hand held, portable two-way radio transceiver $\frac{1}{2}$</p> <p><u>Fax machine :</u></p> <p>— The original document is scanned with a fax machine $\frac{1}{2}$</p> <p>— The receiving fax machine reconverts the coded image printing a paper copy. $\frac{1}{2}$</p>		2
32.	<p>Write the elements of effective communication.</p> <p>Ans. :</p> <p>— Adequacy $\frac{1}{2}$</p> <p>— Timing $\frac{1}{2}$</p> <p>— Integrity $\frac{1}{2}$</p> <p>— Clarity $\frac{1}{2}$</p>		2
V.	Answer the following question :	3	
33.	<p>Write organizational barriers in communication.</p> <p>Ans. :</p> <p>— It refers to the faulty system design. $\frac{1}{2}$</p> <p>— Complexity in organizational structure $\frac{1}{2}$</p> <p>— Ineffective organizational supervision $\frac{1}{2}$</p> <p>— Unclear organizational rules, policies and regulations $\frac{1}{2}$</p> <p>— Lack of clarity in roles and responsibilities which can lead to staff being uncertain about what is expected of them. $\frac{1}{2}$</p> <p>— Status relationships. $\frac{1}{2}$</p>		3

Qn. Nos.	Value Points	Total	
VI.	Answer the following question : 4		
34.	<p>Explain the advantages and disadvantages of horizontal communication.</p> <p>Ans. :</p> <p><u>Advantages :</u></p> <ul style="list-style-type: none"> — Enabling horizontal communication in an organization encourages free information exchange. ½ — Higher information flow between departments is necessary so avoid the same problems being faced by different departments. 1 — It makes an atmosphere where employees are comfortable to talk to people. ½ — Real check on the power of the top leaders. ½ — It is the flow of information between persons of the same hierarchical level. ½ <p><u>Disadvantages :</u></p> <ul style="list-style-type: none"> — Horizontal communication leads to disputes between individuals/departments. ½ — Higher officials have to step in to resolve the matter. ½ 		4