

2022 XI 11

0230

Seat No.

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Time : 1 Hour

FIRST-TERM

RETAIL

Subject Code

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Total No. of Questions : 20 (Printed Pages : 8)

Maximum Marks : 20

- INSTRUCTIONS :**
- (i) Every question has four choices for its answers (A), (B), (C) and (D) and only one of them is the correct answer.
 - (ii) On the OMR sheet, from each question number, darken with a ball point pen **ONLY ONE** bubble corresponding to what you consider to be the most appropriate answer, from among the four choices.
 - (iii) **Please note that it is not possible to change the answer once you have filled up the bubble with a ball point pen. Hence sufficient care must be taken while darkening the bubbles.**
 - (iv) For each question, you will be awarded **ONE** mark if you have darkened only the bubble corresponding to the correct answer. In all other cases, you will get zero mark. **There is no negative mark.**
 - (v) Only **one** OMR sheet will be provided.
 - (vi) Use only Black or Blue Ball Point Pen.

Select the *correct* alternative from the following sentences : 20×1=20

1. Prashant has started an education centre where he also sells stationery supplies. In this case it's a Business.
 - (A) Product
 - (B) Service
 - (C) Hybrid
 - (D) Cross

2. An question motivate the respondents to put their feedback into words without restricting their thoughts.
 - (A) Unasked
 - (B) Unanswered
 - (C) Open-ended
 - (D) One word

3. Sharing a message or information by using image is method of communication.
 - (A) Verbal
 - (B) Non-verbal
 - (C) Visual
 - (D) Oral

4. The is not an element of the communication cycle.
 - (A) Sender
 - (B) Receiver
 - (C) Channel
 - (D) Time

5. Various like Flipkart, Amazon and Myntra make influences on customer buying decision.
- (A) TV channels
 - (B) Social sites
 - (C) Phones
 - (D) Shopping sites
6. Leaders implement change when they identify a need to address deficiencies or poor company performance.
- (A) Transformational
 - (B) Remedial
 - (C) Organizational wide
 - (D) Personnel
7. Retailer should always focus on creating centric brand.
- (A) Competitor
 - (B) Employer
 - (C) Customer
 - (D) Shareholder
8. Neema left the company and started food catering business for marriage programmes. She is an by profession.
- (A) Educator
 - (B) Entrepreneur
 - (C) Entertainer
 - (D) Employee

9. Sales Associate should take the time to and truly understand what is driving their concern, while dealing with customer problem.
- (A) neglect
 - (B) apply
 - (C) cry
 - (D) listen
10. Customer data protection safeguards customer information from or loss.
- (A) Aggression
 - (B) Corruption
 - (C) Preparation
 - (D) Neglection
11. Conducting surveys is one of the way to collect of the customers.
- (A) Warranty cards
 - (B) Products
 - (C) Money
 - (D) Information
12. Important activity of a Sales Associate is to customer problem.
- (A) Avoid
 - (B) Add
 - (C) Anticipate
 - (D) Aim

13. To stay, retailer need to adapt new technologies.
- (A) Competitive
 - (B) Negative
 - (C) Authorised
 - (D) Polite
14. Building with customers is one of the ways to improve customer service.
- (A) ground
 - (B) influence
 - (C) trust
 - (D) tower
15. Customer is the act of taking care of the customer's needs by providing professional, helpful, high-quality service before and after sale.
- (A) Ship
 - (B) Service
 - (C) Satisfaction
 - (D) Sale
16. Sales Associate should treat all customers and equally.
- (A) Casually
 - (B) Professionally
 - (C) Disrespectfully
 - (D) Unprofessionally

17. Retailer helps the by making products or services available in lesser quantities in different locations.
- (A) Teacher
 - (B) Wholesaler
 - (C) Employer
 - (D) Employee
18. Domino's pizza offer 10% off on the next purchase for the customers who fill their feedback form is an example of customer programs.
- (A) Competition
 - (B) Enquiry
 - (C) Satisfaction Survey
 - (D) Reward
19. Good Customer Service Delivery is about ensuring that the area you work is efficiently.
- (A) Organised
 - (B) Spoiled
 - (C) Unorganised
 - (D) Destroyed
20. The process helps to analyse customer information to find purchasing trends and identify your best customers.
- (A) Billing Counter
 - (B) Trial room
 - (C) CCTV
 - (D) CRM

