

Retail Merchandise

(English version)

Time : 2 hours]

[Maximum Marks : 30

- Note :** (1) Answer **All** the questions.
(2) Draw the diagrams wherever necessary.

SECTION - A

- I. Select the correct alternative. 5×1=5**
- 1. In the men apparel, the following subclass does not exist.**
(A) Skirts
(B) Shirts, Pants
(C) Pajama
(D) Kurta
- 2. Broadly customer can be divided into**
(A) Five kinds.
(B) Two kinds.
(C) Four kinds.
(D) None of the above.
- 3. The blend of straight floor and diagonal floor layout is called**
(A) Free flow layout.
(B) Grid layout.
(C) Rack layout.
(D) Spine layout.

4. The easy to use retail POS includes the features most desired by retailers are

- (A) Inventory tracking.
- (B) Credit card processing.
- (C) Cash management.
- (D) All the above.

5. Bouncers are

- (A) Move around.
- (B) Private security.
- (C) For external and internal business.
- (D) Personal security.

II. Match the following :

5×1=5

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|--|-----------------------------|
| 1. Body language | (a) Confinement expenses. |
| 2. Billing accuracy | (b) Global position system. |
| 3. GPS | (c) 18 - 30 Inches. |
| 4. Computer monitor placed the user in | (d) Posture. |
| 5. ESIC does not covers | (e) Customer satisfaction. |

III. TRUE or FALSE.

5×1=5

- 1. Cash counter should neat and tidy.
- 2. Greet the customer with smile and friendly aura.
- 3. Gesture is a form of verbal communication.

4. Occupational health and safety means not a healthy and safe work environment for all workers.
5. A Retailer is a Reseller.

SECTION - B

I. Answer the following questions in one sentence. 5×1=5

1. What is a Hyper market ?
2. What is a Store layout ?
3. Expand OHS.
4. Write meaning of Communication.
5. What is personal grooming ?

II. Answer ANY TWO question : (Short answers). 2×1=2

1. Write any two Retail outlets.
2. Expand POS.
3. Write any two scanning devices.
4. Importance of technology in Retail sector.

III. Answer ANY TWO questions : (Brief answers). 2×2=4

1. Write any two Junior merchandiser.responsibilities.
2. Write any two communication barriers.
3. Write any two types of store designs.
4. Write personal grooming tips.

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IV. Answer **ANY ONE** questions : (Long answers).

1×4=4

1. Draw the classification of merchandising.
 2. Write any four forms of communications.
 3. Standard operating procedure in retail. Explain.
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