

**A****CCE RR/PF  
REVISED SYLLABUS****NSQF LEVEL-2**

**KARNATAKA SCHOOL EXAMINATION AND ASSESSMENT BOARD,  
MALLESHWARAM, BENGALURU – 560 003  
NSQF LEVEL-2 EXAMINATION, JUNE, 2024  
MODEL ANSWERS**

Date : 15. 06. 2024 ]

CODE NO. : **87-EK**

**Subject : Retail**  
( English Medium )  
( Regular Repeater / Private Fresh )

[ Max. Marks : 60

<b>Qn. Nos.</b>	<b>Value Points</b>	<b>Total</b>	
<b>I.</b>	<b>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 : 10 × 1 = 10</b>		
1.	The market that targets on customized service and advanced product is (A) Mass Market (B) Speciality Market (C) Exclusive Market (D) Target Market <b>Ans.</b> (B) Speciality Market		1
2.	The customer who always visits your store is (A) Loyal customer (B) Fickle customer (C) Disaster customer (D) New customer <b>Ans.</b> (A) Loyal customer		1

**CCE-II-RR/PF(A)/888/4062(MA)**

[ Turn over

Qn. Nos.	Value Points	Total	
3.	<p>Online shopping is a part of</p> <p>(A) Integrated planning      (B) Offline Marketing</p> <p>(C) Goods delivery          (D) E-commerce</p> <p><b>Ans.</b> (D) E-commerce</p>		1
4.	<p>The retail outlet that consists of large self-contained shopping area with many connected outlets is</p> <p>(A) Stand-Alone</p> <p>(B) Strip-shopping Centre</p> <p>(C) Shopping Area</p> <p>(D) Regional Shopping Mall</p> <p><b>Ans.</b> (D) Regional Shopping Mall</p>		1
5.	<p>The process of wrapping a product into the container is</p> <p>(A) Labelling                      (B) Packaging</p> <p>(C) Bagging                        (D) Supplying</p> <p><b>Ans.</b> (B) Packaging</p>		1
6.	<p>The safety device used while working around moving equipment such as forklifts and vehicles is</p> <p>(A) Safety vest                      (B) Safety shoes</p> <p>(C) Safety gloves                      (D) Safety glass</p> <p><b>Ans.</b> (A) Safety vest</p>		1
7.	<p>Injuries can occur due to</p> <p>(A) Lifting and carrying goods</p> <p>(B) Good Housekeeping</p> <p>(C) Checking equipment</p> <p>(D) Fire extinguisher</p> <p><b>Ans.</b> (A) Lifting and carrying goods</p>		1

Qn. Nos.	Value Points	Total
8.	Safety measure to be taken while using pallet jacks is (A) Hold knife in the strong hand (B) Push, do not pull (C) Yield the right of way (D) Unplug device before washing <b>Ans.</b> (B) Push, do not pull	1
9.	Which of the following is not the source of setting goals ? (A) Management philosophy (B) Retailer requirement (C) Market trends (D) Competitors <b>Ans.</b> (B) Retailer requirement	1
10.	The important part of communication is (A) Team work (B) Team feedback (C) Goals (D) Skills <b>Ans.</b> (B) Team feedback	1
<b>II.</b>	<b>Fill in the blanks with suitable answer : 4 × 1 = 4</b>	
11.	COD stands for ..... <b>Ans.</b> Cash on Delivery	1
12.	Bagger is an unofficial title given to a ..... <b>Ans.</b> Courtesy clerk	1

Qn. Nos.	Value Points	Total																	
13.	Distinction between book-inventory and physical-inventory is ..... <b>Ans.</b> Shrinkage		1																
14.	In an organization a team of one or more people attempt to achieve a common ..... <b>Ans.</b> Goal		1																
<b>III.</b>	<b>Words are given in Column-A and related terms are given in Column-B. Match them and write the answers along with alphabets : <math>4 \times 1 = 4</math></b>																		
15.	<table border="1" data-bbox="396 995 1140 1524"> <thead> <tr> <th data-bbox="396 995 846 1045">Column-A</th> <th data-bbox="846 995 1140 1045">Column-B</th> </tr> </thead> <tbody> <tr> <td data-bbox="396 1045 846 1096">(i) Safety vests</td> <td data-bbox="846 1045 1140 1096">(a) Loud noise</td> </tr> <tr> <td data-bbox="396 1096 846 1146">(ii) Disposable gloves</td> <td data-bbox="846 1096 1140 1146">(b) Excessive light</td> </tr> <tr> <td data-bbox="396 1146 846 1239">(iii) Eye protection</td> <td data-bbox="846 1146 1140 1239">(c) Sharp equipment</td> </tr> <tr> <td data-bbox="396 1239 846 1331">(iv) Hearing protection</td> <td data-bbox="846 1239 1140 1331">(d) Fire extinguisher</td> </tr> <tr> <td data-bbox="396 1331 846 1423"></td> <td data-bbox="846 1331 1140 1423">(e) Cleaning bathrooms</td> </tr> <tr> <td data-bbox="396 1423 846 1474"></td> <td data-bbox="846 1423 1140 1474">(f) Fork lift</td> </tr> <tr> <td data-bbox="396 1474 846 1524"></td> <td data-bbox="846 1474 1140 1524">(g) First Aid</td> </tr> </tbody> </table> <b>Ans :</b> (i) (f) Fork lift (ii) (e) Cleaning bathrooms (iii) (b) Excessive light (iv) (a) Loud noise	Column-A	Column-B	(i) Safety vests	(a) Loud noise	(ii) Disposable gloves	(b) Excessive light	(iii) Eye protection	(c) Sharp equipment	(iv) Hearing protection	(d) Fire extinguisher		(e) Cleaning bathrooms		(f) Fork lift		(g) First Aid	1 1 1 1	4
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Qn. Nos.	Value Points	Total	
IV.	<b>Answer the following questions :</b> <span style="float: right;"><b>6 × 1 = 6</b></span>		
16.	Expand RFID.  <b>Ans.</b>  RFID – Radio Frequency Identification Department		1
17.	List the modes of retail transportation.  <b>Ans.</b>  ❖ Surface transport  ❖ Water transport  ❖ Air transport		1
18.	What is delivery of goods ?  <b>Ans.</b>  Delivery is the process of transporting products from one place to predefined destination.		1
19.	Write any two rules regarding delivery of goods.  <b>Ans.</b>  ❖ Delivery Methods  ❖ Time of Delivery  ❖ Place of Delivery <span style="float: right;">( Any two )</span>		1
20.	What is work routine ?  <b>Ans.</b>  Work routine involves various day to day operational activities of the retail business.		1

Qn. Nos.	Value Points	Total	
21.	What is Bullying ? <b>Ans.</b> Bullying is the practice of force, hazard, or coercion to abuse, intimidate or aggressively dominate others.		1
<b>V.</b>	<b>Answer the following questions :                    6 × 2 = 12</b>		
22.	What is Traffic Building ? <b>Ans.</b> Building traffic is related with variety of promotional techniques such as advertising, including local newspaper or Internet.  <p style="text-align: center;"><b>OR</b></p> Write two examples for point-of-purchase. <b>Ans.</b> <ul style="list-style-type: none"> <li>❖ Scanners</li> <li>❖ Kiosks</li> <li>❖ Self service checkout</li> </ul>		2
23.	Explain combination control related to maintain stock level. <b>Ans.</b> This method is a combination of units & financial control and although it is more complex, most retailers would benefit from controlling both the financial investment in stock & the units in inventory.		2

Qn. Nos.	Value Points	Total	
24.	Which are the two situations that are available as per delivery of goods ?  <b>Ans.</b> 1. Delivery of goods 2. Non-delivery of goods	1 1	2
25.	List the direct store delivery benefits to retailers.  <b>Ans.</b> 1. Reduce labour costs 2. Focus on move volume 3. Customers can be better served.		2
26.	What are the guidelines to be followed while cleaning rotor blades and distinct rotor blades ?  <b>Ans.</b> ❖ Clean them immediately after use or place them in "Sharps only" package near the drain. ❖ Do not drop knives or equipment blades into the dishwasher or sink.	1 1	2
27.	Identify the common risks in retail industry.  <b>Ans.</b> ❖ Lifting & forcing ❖ Slips, visits, drops ❖ Machinery ❖ Occupational violence  <b>OR</b>		2

Qn. Nos.	Value Points	Total	
<p>VI. Answer the following questions : <math>4 \times 3 = 12</math></p> <p>28. Explain the types of non-store sellers.</p> <p><b>Ans.</b></p> <ul style="list-style-type: none"> <li>❖ Online sellers : Allows customer to purchase product through Internet.</li> <li>❖ Direct marketers : Retailers who mainly sell products via direct methods.</li> <li>❖ Vending : While purchasing through vending machines.</li> </ul> <p>29. Explain the factors affecting loading and unloading of goods.</p> <p><b>Ans.</b></p> <ol style="list-style-type: none"> <li>1. Cost of the merchandise</li> <li>2. Time of delivery available</li> <li>3. Wastage of material</li> <li>4. Safety of employees &amp; material</li> </ol>	<p>Explain the basic rights of an employee.</p> <p><b>Ans.</b></p> <p>Basic Rights : All workers have primary privileges in the office, such as right to comfort, reasonable settlement &amp; independence from elegance. Those privileges include the rights to be free from elegance based on age, sex, competition, nationwide source, or religious beliefs.</p>	<p>2</p> <p>1</p> <p>1</p> <p>1</p> <p>3</p>	<p>2</p> <p>3</p> <p>3</p>
<b>OR</b>			



Qn. Nos.	Value Points	Total	
	Mention the objectives of Retail transport. <b>Ans.</b> 1. To deliver goods to the customer in a short time. 2. To deliver the goods at a minimum cost. 3. To reduce loading & unloading as much as possible 4. To improve safety measures during transport 5. To adapt all legal requirements during transportation.		3
30.	List the documents that you prepare which are required for delivery of products. <b>Ans.</b> 1. Delivery note 2. Customer Invoice 3. Identity card 4. POS terminal in case of COD 5. GPS 6. Stationery like, pen, paper.	1  1  1	3
31.	Discuss the importance of team to achieve targets in Retailing. <b>Ans.</b> 1. Firstly think about group 2. Never ignore group member 3. Discussion 4. Avoid criticism 5. Maintaining transparency		3

Qn. Nos.	Value Points	Total	
VII.	<p><b>Answer the following questions :</b> <b>3 × 4 = 12</b></p> <p>32. What are the activities that you perform while handling the materials ?</p> <p><b>Ans.</b></p> <p>1. Receiving</p> <p>2. In store handling</p> <p>3. Shopping</p> <p>When material reaches the retail store warehouse.</p> <p>There are various methods of material handling, manual handling process of carrying &amp; moving material.</p> <p>When customer enters into retail store operations assistant offer him/her a shopping basket.</p> <p style="text-align: center;"><b>OR</b></p> <p>Discuss your responsibilities as a store operations assistant.</p> <p><b>Ans.</b></p> <p>1. Performing administrative duties</p> <p>2. Assisting cashier</p> <p>3. Arranging for delivery</p> <p>4. Preparing financial reports</p> <p>33. Explain the good practices of loading and unloading goods.</p> <p><b>Ans.</b></p> <p>1. Protect the material from fire, rainwater</p> <p>2. Delicate material must be handled carefully</p> <p>3. Load the materials for delivery to the customers</p> <p>4. While handling hazardous material extra safety measures to be needed.</p> <p style="text-align: center;"><b>OR</b></p>	1	1
		1	1
		1	1
			4
			4
			4

Qn. Nos.	Value Points	Total	
	List the rules regarding delivery of goods. <b>Ans.</b> 1. Delivery methods 2. Time of delivery 3. Payment & Delivery 4. Place of delivery 5. Delivery of carrier 6. Delivery in instalments 7. Customer demand for delivery 8. Delivery expenses		4
34.	How will you manage the irate customer ? Explain. <b>Ans.</b> 1. Remain calm 2. Do not take it personally 3. Use best hearing skills 4. Actively sympathize 5. Find a solution 6. Take few moments on your own.		4