

Dynamics Of Retailing (401)

Sample Answer Key Class-X (2018-19)

Time----2Hours

MM:50

General Instructions:

1). *Question paper is divided into two sections. Section A and Section B*

2. Section -A

*I Multiple choice question/Fill in the blanks/Direct Questions 1 mark each
Answer any 10 questions out of the given 12 questions.*

ii Very Short Answer 2 marks each. Answer any 5 questions from the given 7 questions.

iii Short Answer of 3 marks each. Answer any 5 questions from 7 questions.

3. Section –B

**Long/Essay type questions of 5 marks each Answer any 3 questions from the given 5 questions.*

4. All questions of that particular section must be placed in the correct order.

5. Please check that this question paper contains 31 questions 23 questions are to be attempted.

6. The maximum time allowed is 2 hrs.

SECTION -A

Tick the correct answer (1mark each)

Answer any 10 questions out of the given 12 questions.

1. Distribution method includes - (1)
- a) Assorted service
 - b) Corporate chain
 - c) Self service.
 - d) **Both a and c**
2. Body language can be categorized into (1)
- a) Posture
 - b) Gesture
 - c) **Both of the above**
 - d) None of the above

3. In the men apparel the following subclass does not exist. (1)
- a) **Skirts**
 - b) Shirts
 - c) Pants
 - d) Pyjamas
- 4 .The blend of straight floor and diagonal store layout is called ----- (1)
- a) Free flow layout
 - b) Grid layout
 - c) Rack layout
 - d) **Spine layout**
5. Retail sales record of restricted procedures, electronic or written must be kept for minimum of-. (1)
- a) **Two years**
 - b) Three years
 - c) Four years
 - d) Five years
6. The invoice or documentation must indicate - . (1)
- a) Name and address of consignor /seller.
 - b) Quantity by brand
 - c) **Both of the above**
 - d) None of the above
7. Which of the following activities comes under house keeping . (1)
- a) School admission
 - b) Hoover the floor
 - c) Purchase of material
 - d) Sales of flat
- 8.Lateral communication refers to message conversed between people (1)
- a) On the same level
 - b) All level
 - c) Both the above
 - d) None of the above
9. Informal communication involves (1)
- a) Smiling
 - b) Gesticulation
 - c) **Both the above**
 - d) None of the above
- 10.Retail jobs are required to (1)
- a) Repetitive motions
 - b) Heavy lifting.
 - c) Long period of standing
 - d) **All the above.**

11. OSHA stands for (1)
- a) Organizational Safety and Health Activity
 - b) **Occupational Safety and Health Administration**
 - c) Occupational Safety and Hygiene Administration
 - d) None of the above

12. The computer monitor should be placed from the user is (1)
- a) 10 -20 inches
 - b) 15 -25 inches
 - c) **18 -30 inches**
 - d) 25 -40 inches

VERY SHORT ANSWER (2 MARKS EACH)

Answer any 5 questions from given 7 questions.

13. Explain the term E-tailors. (2)

Ans. E-tailors It means a retailer selling goods via electronic transaction on the internet. It is the sales of goods and services through the internet and the merchandise is dropped at the customer's door steps.

- 14 List out the rights of merchandising. (2)

Ans. There are six types of rights of merchandising :

- *Type
- *Quality
- *Price
- *Quantity
- *Time
- *Place

- 15 How has the store design led to the store's success ? (2)

Ans. The success of a retail store is influenced by its layout design and the ambience created by the retailers. You never get a second chance to make a first impression. The first impression given to the potential customer determines whether the retail store has gained or lost a buyer.

16. What are the key factors of retail billing ? (2)

Ans. Some of the key factors of retail billing are:

- *Provisions to capture additional information in invoice helps better tracking in cases of home delivery.
- *Support Exchange features which allows settings of multiple exchange prices can be defined

for the same product base on conditions.

*Swipe card readers interface to reduce credit /debit card tender times

17. What are the safety requirements for material handling? (2)

Ans. While handling a material a person has to see that materials are stored properly, all the materials should be handled with care, the hazardous materials should be kept away from ignition sources. A person has also to see that equipments are in good working conditions with all the necessary guards and safety features.

18. What are communication barriers? (2)

Ans. No matter how good the communication system is there can be hindrance in the proper flow of communication. This is known as communication barriers. These barriers interrupt the flow of communication from sender to the receiver, thus making the communication ineffective.

19. What are health care activities in retail business? (2)

Ans. Health care in retail business is providing cash health products, along with convenience and gift items, directly on health care campus through professionally run stores, e-commerce or catalog.

SHORT QUESTIONS (3 MARKS EACH)

(Answer any 5 questions from given 7 questions)

20. What is the meaning and importance of retailing.? (3)

Ans. Retailing is a distribution channel function where one organisation buys products from supplying firms or manufacturers the product themselves and then sells them directly to consumers.

Retailing has become extremely important to every one because without retailing we could not access day to day products that we need

21. Explain the duties of Junior Merchandiser? (3)

Ans. The basic duties of the Junior Merchandiser can be divided into four areas: planning, directing, co-coordinating and controlling. The Merchandiser formulates the policies for the areas in which they are responsible, he also guides and train buyers as and when the need arises, also supervises the work of more than one buyer and also assess the merchandise performance and the buyer's performance.

22 What do you mean by Store layout? (3)

Ans. The store layout tells a customer what the store is all about. It is very strong tool to create store image in the mind of the customers. It is defined as a physical location of various units of the stores that facilitate shoppers. It is a plan to make effective use of space. It takes into account flow pattern, display of merchandise, permanent structures like aisles and fixtures.

23. What is retail loading and unloading ? (3)

Ans. When the finished goods are received from the factory or wholesale dealer the retailer must receive these goods in his or her showroom .For doing this job he has to unload the material from the transport device .In the same way when the customer purchases the material from the retailer he has to load the purchased material into the transportation vehicle. These activity is called loading and unloading of the materials.

24 What are the safety requirements for material handling ? (3)

Ans. Material handling is any transporting or supporting of a load by one or more workers .It includes the lifting ,holding, putting down ,pushing ,pulling ,carrying, or moving of a load. While handling the material one should ensure that the material is stacked securely ,blocked or interlocked. All storage areas are marked, all workers understand material storage and handling procedure ,materials are stored in areas that do not interfere with workers or the flow of materials.

25. Describe the important rule in verbal communication? (3)

Ans. Verbal communication includes written communication and oral communication. Verbal communication uses words as the medium of communication . An effective verbal communication is a two way process – speaking and listening .Specially verbal communication is in the one to one mode or one to one interactions.

26. What is the importance of personal grooming? (3)

Ans. Personal grooming are the key to a peaceful and happy relationship and journey ahead. It help us to be in sync with all the situations of putting together a party of making the right conversations, cooking up the he best meal and showcasing the best spread, which helps an individual to become a modern urban individual. Personal grooming helps in creating an attractive individual.

SECTION – B

LONG/ ESSAY TYPE QUESTION (5 marks each)

(Answer any 3 questions from given 5 questions)

27. What is the difference between visual merchandising and window display? (5)

Ans. Visual merchandising is the activity and profession of developing floor plans and two or three dimensional display in order to maximise sales. It is the creation of an attractive visual image to induce the customer to buy from a certain retail outlet. But in fact window display is only a very small part of visual merchandise .It deals with the entire image presented by retail outlet to the customers .They can communicate style, content, and price. Display window can also be used to advertise seasonal sales or inform passers-by of other current promotions.

28. Explain the tips for store design and also write the objectives. (5)

Ans. Some of the tips for store design are as follows.

- I. The store must offer a positive ambience to the customers. The customer needs to leave the store with a smile.
- II. The trial room should have mirrors and must be kept clean
- III. Never play loud music at the store.
- IV. There should be no bad odor at the store as it irritates the customers.

The objectives are as follows :

- I. Implement the store design.
- II. Provide flexibility
- III. Influence customer buying behaviour
- IV. Control design and maintenance costs and
- V. Meet legal requirements

29. Write the difference between Retail and Wholesale Billing. (5)

Ans. The difference between Retail and Wholesale Billing are as follows:

- I. Retail billing deals with end customers and billing an individual customer where as whole sale billing deals with the entities depending on situations and nature of business.
- II. Retail billing always needs to be 100% accurate, where as wholesale billing can never be 100% accurate because of various reasons.
- III. There are specialized billing system which we use to handle retail billing like Convergys, Amdocs billing where as ASCADE and INTEC billing system are used for retail billing.
- IV. Wholesale billing can be settled using retail billing system by using simple reports
- V. Wholesale billing is easy in comparison to retail billing.

30. What are the roles and responsibilities of private security guards? (5)

Ans. Private security guards are employed by businessmen and entrepreneurs for private security services. The person who was still very recently called a watchman has evolved as a Private Security Guard or Private Security Officer. A Private Security Guard has to perform several functions, which includes observing and monitoring people, access, control, responding to security threat or emergency and using appropriate methods to control illegal or unauthorised entry. Private security guards generally covers security of Personnel, Property and Information. The primary aim of private security is to provide a safe and secure environment to the company and its personnel to carry out their duties. The scope of private security guard in India does not include policing and law enforcement and is limited to ensuring protection and loss prevention only.

31. Write the difference between upward and downward communication?

(5)

Ans. Upward communication is the flow of information from the subordinate to superiors or from employees to management. Without upward communication management works in a vacuum, not knowing if the message have been received properly or if other problems exists in the organisation. Down ward communication is the flow of information from the top of the organisational management hierarchy and telling people in the organisation what is important (mission) and what is valued (policies) Downward communication generally provides enabling information which allows a subordinates to do something eg. Instruction how to do the task.