

Model Question Paper

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I.P.U.C : RETAIL BUSINESS(62)

Time: 2.15Hours

Total Number of Questions: 37

Max Marks: 60

(ENGLISH VERSION)

INSTRUCTIONS:

1. This question paper consists of 37 objective and subjective types of questions.
2. Follow the instruction given against both the objective and subjective types of questions.
3. Figure in the right-hand margin indicates maximum marks for the questions.
4. The maximum time to answer the paper is given at the top of the question paper. It includes 15 minutes for reading question paper.
5. The question paper has been sealed by reverse jacket you have to cut on the right side to open the paper at the time of commencement of examination. Check whether all the pages of the question paper intact.

PART – A

I. Four Alternatives are given for each of the following questions Choose the correct alternative & write the complete answer along with its question number and alphabet

10x1=10

1. Place utility is making the products available at .
a) Showrooms b) Convenient location
c) Distant places d) Regional stores
2. Which of these is a feature of good customer service?
a) Politeness b) Personalisation
c) Promptness d) All of the above
3. Skill is an
a) Inborn ability b) learned ability
c) Both of the above d) None of the above
4. A requirement or event that should be performed before the _____ is known as Condition.
a) Completion of another action b) Agreement
c) Treatment d) None of the above
5. The main objective of a credit check is to manage the risk of
a) Bad debts b) Credit Sales
c) Cash Sales d) Loss
6. A high credit score provides
a) Low credit worthiness b) High creditworthiness



III. ANSWER THE ANY SIX OF THE FOLLOWING QUESTIONS:

6X3=18

24. Explain the importance of Customer Satisfaction.
25. What are the essentials of skill development?
26. What conditions are used for sale of goods on credit?
27. Discuss the process of credit application.
28. How should a sales associate handle the severely angry customers?
29. How should a sales associate react to the comments made by customers on the product?
30. Write any 3 objectives of sales promotions.
31. List the techniques to encourage customers loyalty..
32. What are the Best Practices for Providing Personalised Customer Service?
33. Explain the types of post-sale service support ?

PART-D

IV. ANSWER THE ANY TWO OF THE FOLLOWING QUESTIONS:

2X6=12

34. Explain the Customer service functions ?
35. Briefly explain the duties of Sales Associate ?
36. Explain the factors influencing successful closing of sales.
37. Discuss ways to encourage colleagues to follow health and safety norms.

