



CCE RF
Revised Syllabus

NSQF LEVEL-2

KARNATAKA SCHOOL EXAMINATION AND ASSESSMENT BOARD,
MALLESHWARAM, BENGALURU – 560 003
NSQF LEVEL-2, MARCH/APRIL 2025 EXAMINATION-1
MODEL ANSWERS

Date : 04. 04. 2025]

CODE NO. : **87-EK**

Subject : Retail
(English Medium)
(Regular Fresh)

[Max. Marks : 60



Qn. Nos.	Value Points	Total
	PART-A	
I.	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 : 3 × 1 = 3	
1.	"Sham bought a pen; he has a great pen collection." The pronoun in this sentence is (A) Sham (B) bought (C) he (D) has Ans. (C) he	1
2.	Ravi works hard to get the best student award at the end of the year. What type of motivation is this ? (A) Internal (B) External (C) Emotional skill (D) Overconfident Ans. (B) External	1

Qn. Nos.	Value Points	Total	
3.	The valid file extension for notepad file is (A) .jpg (B) .doc (C) .text (D) .txt Ans. (D) .txt		1
II.	Answer the following questions : $2 \times 1 = 2$		
4.	Why is 'enter key' used in the computer ? Ans. It is the one of the most important functional keys in the computer to move the cursor to the beginning to a new line.		1
5.	Write any two basic ways in which people can help for sustainable development of goals. Ans. i) Quality education ii) Clean water and sanitation iii) Affordable and Clean energy iv) Reduce inequalities (Any two)	1/2 1/2	1
III.	Answer the following questions : $2 \times 2 = 4$		
6.	What is time management ? Ans. Time management is the ability to plan and control, how you spend the hours of your day well and do all that you want to do.		2
OR			
How do you find your weakness ?			
Ans.			
i) Point out the areas, where you struggle and the things you find difficult to do.		1	
ii) Be open to feed back and accept your weakness without feeling low		1	
iii) Look at the feedback others usually give you.			2



Qn. Nos.	Value Points	Total	
PART-B			
V.	<p>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 :</p> <p style="text-align: right;">7 × 1 = 7</p>		
9.	<p>Which of the following activities comes under retail ?</p> <p>(A) Receiving of goods (B) Do not remove dust (C) Damages of goods (D) Not receiving goods</p> <p>Ans. (A) Receiving of goods</p>		1
10.	<p>The part of online shopping is</p> <p>(A) Integrated planning (B) Offline marketing (C) Goods delivery (D) E-commerce</p> <p>Ans. (D) E-commerce</p>		1
11.	<p>The type of surface transport is</p> <p>(A) Flights (B) Rails (C) Ships (D) Boats</p> <p>Ans. (B) Rails</p>		1
12.	<p>Which of the following is NOT under the guidelines for the delivery of goods ?</p> <p>(A) Time of delivery (B) Commission (C) Payment (D) Place of delivery</p> <p>Ans. (B) Commission</p>		1



Qn. Nos.	Value Points	Total	
13.	The materials that used when handling garbage and working in storage areas are (A) Safety vests (B) Cut-resistant gloves (C) Work gloves (D) Disposable gloves Ans. (C) Work gloves		1
14.	The expanded form of O. H. S. is (A) Occupational Health and Safety (B) Occupational Health and Service (C) Occupational Hospital and Safety (D) Occupational Health and Security Ans. (A) Occupational Health and Safety		1
15.	The skills of sharing of ideas into words is (A) Conceptual skills (B) Effective skills (C) Interpersonal skills (D) Communication skills Ans. (D) Communication skills		1
VI.	Fill in the blanks with suitable answer : 4 × 1 = 4		
16.	The process of removing dust, dirt or any unwanted materials is Ans. Cleaning		1
17.	The retail chain has been faster when new outlets are opening everyday Ans. Multiplying		1
18.	There are many ways to identify the accidents and emergencies. Ans. Potential		1
19.	Every retailer should make commitments. Ans. Realistic		1



Qn. Nos.	Value Points	Total																
VII. 20.	<p>Customer types meanings or behaviours are given in Column-A and Customer types are given in Column-B. Match them and write answers along with alphabets : $4 \times 1 = 4$</p> <table border="1" data-bbox="316 613 1177 1391"> <thead> <tr> <th data-bbox="316 613 735 663">Column-A</th> <th data-bbox="735 613 1177 663">Column-B</th> </tr> </thead> <tbody> <tr> <td data-bbox="316 663 735 826">i) The customers who visit your store and require anything</td> <td data-bbox="735 663 1177 826">a) Upset customer</td> </tr> <tr> <td data-bbox="316 826 735 952">ii) The customer usually asks for a price of a product</td> <td data-bbox="735 826 1177 952">b) Renewing customer</td> </tr> <tr> <td data-bbox="316 952 735 1115">iii) The customer used to do a significance business in store</td> <td data-bbox="735 952 1177 1115">c) Loyal customer</td> </tr> <tr> <td data-bbox="316 1115 735 1240">iv) The customer who visit first time to the store</td> <td data-bbox="735 1115 1177 1240">d) Fickle customer</td> </tr> <tr> <td data-bbox="316 1240 735 1290"></td> <td data-bbox="735 1240 1177 1290">e) Daily customer</td> </tr> <tr> <td data-bbox="316 1290 735 1339"></td> <td data-bbox="735 1290 1177 1339">f) New customer</td> </tr> <tr> <td data-bbox="316 1339 735 1391"></td> <td data-bbox="735 1339 1177 1391">g) Different customer</td> </tr> </tbody> </table> <p>Ans :</p> <p>i) c) Loyal customer</p> <p>ii) d) Fickle customer</p> <p>iii) b) Renewing customer</p> <p>iv) f) New customer</p>	Column-A	Column-B	i) The customers who visit your store and require anything	a) Upset customer	ii) The customer usually asks for a price of a product	b) Renewing customer	iii) The customer used to do a significance business in store	c) Loyal customer	iv) The customer who visit first time to the store	d) Fickle customer		e) Daily customer		f) New customer		g) Different customer	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>4</p>
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VIII. 21.	<p>Answer the following questions : $4 \times 1 = 4$</p> <p>Who is store operations assistant ?</p> <p>Ans.</p> <p>Store operations assistant involves selling, management of goods flow, store maintenance, customer service and transaction processing and performs various functions like administrative as well</p>	<p>1</p> <p>1</p>																



Qn. Nos.	Value Points	Total	
22.	as customer service. Mention the meaning of direct store delivery. Ans. Direct store delivery has many advantages to producers and suppliers which leads to better access by their end customers. It helps in moving goods from the manufacturers to distributors and to end users.		1
23.	What is teamwork ? Ans. ❖ Teamwork refers to the process of working with people to achieve pre-determined objective. ❖ Teamwork is a crucial part of business.	1/2 1/2	1
24.	Define management. Ans. Management is the process of getting people together to achieve required goals and objectives in all industries. It includes various functions like planning and controlling.		1
IX.	Answer the following questions : 4 × 2 = 8		
25.	Write two delivery procedures to be adopted by the retailer in case of store shopping. Ans. i) Once customer takes his/her purchase decision, he/she buys the goods from retail store. ii) After customer purchases the product, retail store operations assistant gets the items packed.	1 1	2
26.	What are the guidelines should be followed if you are working in a retail store in case of delivery of goods ? Ans. i) Delivery methods ii) Time of delivery iii) Payment and delivery iv) Place of delivery	1/2 1/2 1/2 1/2	2



Qn. Nos.	Value Points	Total	
27.	<p>List any four emergencies at the retail workplace.</p> <p>Ans.</p> <p>i) Electric shock</p> <p>ii) Burns</p> <p>iii) Bleeding</p> <p>iv) Fracture</p>	<p>½</p> <p>½</p> <p>½</p> <p>½</p>	2
28.	<p>"Employers are responsible to ensure all their workers receive certain basic employment privileges." How ? Justify.</p> <p>Ans.</p> <p>Employers should provide some basic employment privileges to employees as follows :</p> <p>i) Basic Right</p> <p>ii) Right to privacy</p> <p>iii) Right to safety</p> <p>iv) Right to equality</p>	<p>½</p> <p>½</p> <p>½</p> <p>½</p>	2
OR			
	<p>"In a teamwork the employees should have some responsibilities are necessary". How ? Justify.</p> <p>Ans.:</p> <p>i) Perform their work carefully</p> <p>ii) Observe he agrees upon working hours</p> <p>iii) Keep business and trade secrets</p> <p>iv) Contributing to the team success</p>	<p>½</p> <p>½</p> <p>½</p> <p>½</p>	2



Qn. Nos.	Value Points	Total	
	<p>Ans.</p> <p>i) <u>Customer satisfaction</u> : Retailers know that satisfied customers become loyal customers. Retailers develop strategies to build relationships.</p> <p>ii) <u>Layout</u> : It deals with the arrangement of tools and equipment in retail store.</p> <p>iii) <u>Location</u> : Well placed stores with high visibility and easy access may hold significantly more value than lower cost sites.</p> <p>iv) <u>Keeping peace with technology</u> : It is entered in all retailing including customer knowledge, product improvement and many more.</p>	1	
33.	<p>Write the good practices of loading and unloading.</p> <p>Ans.</p> <p>i) When a bulk order is obtained send the delivery of the material directly from wholesaler to customer.</p> <p>ii) Load the materials for delivery to the customer, as early as possible which helps in reduction in stock storage space.</p> <p>iii) While handling hazardous materials extra safety measures must be taken while loading & unloading</p> <p>iv) While loading and unloading government rules must be followed towards safety.</p> <p style="text-align: center;">OR</p> <p>Mention the solutions for the problems related to retail store transportation.</p>		4
	<p>Ans.</p> <p>i) Make the technological innovation investment strategies necessary to easily recognize and understand the issues.</p> <p>ii) Create solutions and take an action to create compelling and sustainable competitive advantages.</p> <p>iii) Rapidly and successfully adopt the difficulties posed by marketing increased complexity.</p> <p>iv) Make the operational investment strategies necessary to decrease a chance to sell for new</p>	1 1 1	4



Qn. Nos.	Value Points	Total	
34.	<p>offerings.</p> <p>v) Open the basic Macros Windows to save and run the created macro. (Any four)</p> <p>As a retail store operation assistant what preventive measures to be followed to control goods shoplifting in store ?</p> <p>Ans.</p> <p>i) If the employees think, someone is shoplifting contact safety or someone professional trained person.</p> <p>ii) Never try to catch a shoplifter especially if the retail employee work alone.</p> <p>iii) This should include the shoplifter's height, weight, skin and hair colour and outfits should be remembered.</p> <p>iv) These days CCTV will be fitted in shops to control shoplifting.</p>	1	4
	<p style="text-align: center;">OR</p> <p>Mention the safety measures to prevent harassments to retail employees in the retail stores.</p> <p>Ans.:</p> <p>i) Tell the harasser to stop do this right away by saying it or writing it in a letter or e-mail.</p> <p>ii) The employee tells his/her employer to appoint someone to receive and handle harassment complaints.</p> <p>iii) Talk about it with someone the employees trust.</p> <p>iv) Write down each remark or describe the incident in detail.</p>	1 1 1 1	

