

**QUESTION BANK-11-RETAIL-TERM-1-2021-22**

**Section A-(EMPLOYABILITY SKILLS)**

**1. You work at the front desk of a telecom company. A customer approaches you while you are working. The customer has a query regarding a bill. What would you do?**

- (a) Not pay attention to the customer
- (b) Keep the work aside and help the customer
- (c) Continue doing your work while talking inattentively to the customer
- (d) Ask the customer to talk to someone else

**2. Which of the following can be a barrier to active listening?**

- (a) Noisy environment
- (b) Not maintaining an eye contact with the speaker
- (c) Not being attentive
- (d) All of the above

**3. Which of these sentences is punctuated correctly?**

- (a) Where are you going.
- (b) I have a pen a notebook and a pencil.
- (c) I am so happy to see you!
- (d) This is my house

**4. Identify the subject in the sentence, “The children played football”.**

- (a) The children
- (b) children played
- (c) played
- (d) football.

**5. Mona is helping her sister to overcome a personality disorder. What should she do?**

- (a) Talk to her sister
- (b) Engage her in hobbies
- (c) Help her build confidence

(d) All of the above.

**6. A \_\_\_\_\_ is an electronic document used to store data in a systematic way and perform calculations just like an expense sheet.**

(a) spreadsheet

(b) worksheet

(c) workbook

(d) name box

**7. What is the default alignment of numbers in a cell?**

(a) Left aligned

(b) Right aligned

(c) Center aligned

(d) Randomly aligned

**8. “By default, the text in a cell is left aligned.” State whether this is true or false.**

(a) True

(b) False

**9. Which menu option will you use to sort data?**

(a) Tools

(b) Data

(c) Format

(d) View

**10. You have a summer vacation project on how to make biogas. You have done a lot of research, clicked pictures of biogas plants and taken videos of people, who use biogas. Now, you have to make a presentation before the class. What would you use?**

(a) Chart paper

(b) Word document

(c) Presentation software

(d) Spreadsheet.

**11. Which is the correct step to save a presentation?**

- (a) File>Save As>Type file name>Save
- (b) File>Open>File name>Open
- (c) File>Template>Save as Template
- (d) File>Close>Save>OK

**12. Which menu option do you use to insert a slide?**

- (a) Edit
- (b) Insert
- (c) Slide
- (d) Tools

**13. What happens when you change the layout of a slide?**

- (a) The format of the text changes
- (b) New slide is inserted
- (c) The arrangement of content (text, images, shapes) changes
- (d) The title gets aligned to the center of the slide.

**14. To add a blank new slides to the presentation one should click on**

- a) ctrl+m
- b) ctrl+y
- c) ctrl+b
- d) ctrl+i

**15. \_\_\_\_\_ tab is used to make change the properties of the shapes.**

- a) Edit
- b) Insert
- c) properties
- d) None of these

### **SECTION- B-(VOCATIONAL SKILLS)**

**1. Which one of the following is not the sub feature of shopping cart?**

- a) SSL Security

- b) Customer management
- c) Product management
- d) Variety of payment and shipping modules.

**2. Which one of the following is the feature of marketing promotion and tools in e-retailing website?**

- a) RSS feed allow users to subscribe to the content feeds
- b) Multiple database version backups
- c) Fail over/cluster hardware firewalls
- d) Biometric access control to data center

**3. Which one of the following is not the advantage of telemarketing?**

- a) Sell from a distance to increase your sales territory
- b) Reach more customers than with in-person sales calls
- c) Sell to both existing and new customers
- d) You may need to prepare a script

**4. The person who is directly connected with rank and file or subordinates and acts as a vital link between the management subordinates \_\_\_\_\_**

- A. Supervisor
- B. Manager
- C. Department head
- D. None of these

**5. “Dump bins” also called \_\_\_\_\_ for close out items.**

- A. Buffer bins
- B. Offer bins
- C. Dust bins
- D. None of these

**6. The retail market place is polarizing into a \_\_\_\_\_ forcing retailers to reorient their core strategies.**

- A. world of dreams
- B. world of middlemen

C. World of Extremes

D. world of profits

**7. “Less is more so know when to stop and don't add too many items.”**

**Which element of effective visual merchandising is highlighted here?**

A. Size of objects

B. Color

C. Focal Point

D. simplicity

**8. .... is a subset of e-commerce and refers to the Purchase and sale of goods between consumers and retailers using the internet also referred to as the business to consumer market.**

A. online retailing

B. e commerce

C. Retailing

D. shopping

**9. “Method often used for Digital media products such as software, music movies or images.” The above is a way of Product delivery. Identify it.**

A. Drop shipping

B. Downloading

C. in store pickup

D. shipping

**10. (i) Location is an important**

**(ii) Size does not matter**

**(iii) Higher disposable income profile than average**

**The following points are related to the.....**

A. advantages of e retailing for retailers

B. advantages of of e retailing to the customers

C. disadvantages of e shopping for consumers

D. disadvantages of e retailing for retailers

**11. (i) Administration permission rules and users**

**(ii) Independent systems develop sales tax calculation 5 state and zip code in designated State**

**(iii) Automatic upgrade when hosted in data centre**

**(iv) Entries can be posted with an expiry date to display content that will automatically expire**

**The above points highlights the success factors for the e-tailing with special focus on managing retailing sites identify the factor highlighted above**

A. Search Engine Optimization

B. site management

C. marketing promotions and tools

D. shopping cart

**12. It is the brain and essentially the main computer where pertinent company information, such as prices and sales reports, are programmed and stored. This component also acts as the main information source for the network if multiple units are in use throughout the establishment. Identify the concept highlighted above**

A. monitors

B. bar-code scanner

C. back office server

D. cash drawer

**13. It is used to capture credit or debit card information to process sale. An MSR component can be attached to the workstation terminal enable a customer to use it at the time of payment. Identify the concept highlighted above**

A. magnetic stripe readers

B. bar-code Scanner

C. cash drawer

D. none of the above

**14. Which of these is not an element of effective visual merchandising?**

a) Sign of object

- b) Lighting
- c) Color
- d) None of the above

**15. Always alternate green vegetable with \_\_\_\_\_produce**

- a) Brightly colored
- b) Dull colored
- c) Darker Colored
- d) Any colored

**16. Middle shelves should contain**

- a) Destination product
- b) Priciest product
- c) Genetic product
- d) Competitive product

**17. Destination product should be placed in**

- a) Further corners
- b) Top front
- c) Reach
- d) Counter

**16. Display of a product is improvised by placing it near \_\_\_\_\_ colors.**

- a) Same
- b) Different
- c) Contrasting
- d) Bright

**17. which of the following is not an disadvantage of e-retailing for retailers**

- a) Complex logistics of fulfillment
- b) Less impulse purchase
- c) Credit card and security worrier

d) Legal problems

**18. Which of the following are success factor for E-retailing.**

a) Site Management

b) Checkout

c) Shopping cart

d) All of the above.