

Test Booklet
Series

A

Paper No.

06

Written Test Paper, 2021

**SKILL INSTRUCTOR
(RETAIL)**

Test Booklet No.

Name of Applicant Answer Sheet No.

Application No. : SVSU/2020/Estt/NT/ Signature of Applicant :

Date of Examination: **25 / 12 / 2021**

Signature of the Invigilator(s)

1.

Time of Examination :

2.

Duration : 60 Minutes]

[Maximum Marks : 50

IMPORTANT INSTRUCTIONS

- (i) The question paper is in the form of Test-Booklet containing **50 (Fifty)** questions. All questions are compulsory. Each question carries four answers marked (A), (B), (C) and (D), out of which only one is correct.
- (ii) On receipt of the Test-Booklet (Question Paper), the candidate should immediately check it and ensure that it contains all the pages, i.e., **50** questions. Discrepancy, if any, should be reported by the candidate to the invigilator immediately after receiving the Test-Booklet.
- (iii) A separate Answer-Sheet is provided with the Test-Booklet/Question Paper. On this sheet there are **50** rows containing four circles each. One row pertains to one question.
- (iv) The candidate should write his/her Application number at the places provided on the cover page of the Test-Booklet/Question Paper and on the Answer-Sheet and NOWHERE ELSE.
- (v) No second Test-Booklet/Question Paper and Answer-Sheet will be given to a candidate. The candidates are advised to be careful in handling it and writing the answer on the Answer-Sheet.
- (vi) For every correct answer of the question **One (1) mark will be awarded**. For every unattempted question, Zero (0) mark shall be awarded. **There is no Negative Marking**.
- (vii) Marking shall be done only on the basis of answers responded on the Answer-Sheet.
- (viii) To mark the answer on the Answer-Sheet, candidate should **darken** the appropriate circle in the row of each question with Blue or Black pen.
- (ix) For each question only **one** circle should be **darkened** as a mark of the answer adopted by the candidate. If more than one circle for the question are found darkened or with one black circle any other circle carries any mark, the question will be treated as cancelled.
- (x) The candidates should not remove any paper from the Test-Booklet/Question Paper. Attempting to remove any paper shall be liable to be punished for use of unfair means.
- (xi) Rough work may be done on the blank space provided in the Test-Booklet/Question Paper only.
- (xii) *Mobile phones (even in Switch-off mode) and such other communication/programmable devices are not allowed inside the examination hall.*
- (xiii) No candidate shall be permitted to leave the examination hall before the expiry of the time.

DO NOT OPEN THIS QUESTION BOOKLET UNTIL ASKED TO DO SO.

[P.T.O.

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1. _____ markets are made up of members of the distribution chain.
 - (A) Consumer
 - (B) Channel
 - (C) Institution
 - (D) Agents

2. Which of the following is NOT considered a type of reseller?
 - (A) Wholesaler
 - (B) Retailers
 - (C) Manufacturer
 - (D) Suppliers

3. Shopping malls, super markets and hypermarkets come under which type of marketing?
 - (A) Wholesaler
 - (B) Direct marketing
 - (C) Retail
 - (D) Agent service

4. A multi channel retailer sells merchandise
 - (A) Over telephone
 - (B) Through retail stores
 - (C) Over internet
 - (D) Over more than one channel

5. E-retailing refers to
 - (A) Sales of electronic items
 - (B) Catalog shopping
 - (C) Computerized store
 - (D) Retailing and shopping through internet

6. All of the following are types of non-store retailing, except
 - (A) Catalog retailing
 - (B) Vending Machines
 - (C) Chain store
 - (D) Direct Mail

7. A retail firm owned by its customers in which members contribute money to open their own store, vote on its policies, elect a group to manage it, and receive dividends is called a
 - (A) Corporate chain store.
 - (B) Merchandising conglomerate
 - (C) Voluntary chain
 - (D) Consumer cooperative

8. A systematic procedure for analyzing the performance of a retailer is called
 - (A) Control
 - (B) Feedback
 - (C) Strategic planning
 - (D) Retail audit

9. _____ is a kind of internal sources of recruitment.
 - (A) Promotion
 - (B) Employee recommendation
 - (C) Transfer
 - (D) All of these

10. _____ component allow the retailer to offer the employees safety and security.
 - (A) Fixed component
 - (B) Fringe benefit component
 - (C) Variable component
 - (D) All the above

11. Many retailers have improved their operation productivity through —.
- (A) computerization
 - (B) outsourcing
 - (C) Both (A) and (B)
 - (D) None of these.
12. With the help of — a retailer pays an outsider party to undertake one or more of its operating function.
- (A) outsourcing
 - (B) credit management
 - (C) computerization
 - (D) None of these
13. Insurance against — is more important due to government rules.
- (A) environmental risk
 - (B) production risk
 - (C) Both (A) and (B)
 - (D) None of these
14. The factor leading to the growth of retailing is _____.
- (A) changing consumer trends
 - (B) technology
 - (C) demographics
 - (D) All the above
15. Atmosphere in retailing refers to —.
- (A) the weather outside a store.
 - (B) the ambience, music, color scent in a store.
 - (C) assortment of products in the store.
 - (D) display of items in a store.
16. This planning system checks that the item carries a production forecast or a sales order
- (A) MRP
 - (B) MPS
 - (C) SKU
 - (D) SBU
17. _____ is the management and control by an entity, of a third party which supplies goods and services to that entity.
- (A) vendor management
 - (B) supplier management
 - (C) retail management
 - (D) team management
18. Rs. 599, Rs. 799, Rs. 999 is called as _____ pricing strategy.
- (A) Single
 - (B) Leader
 - (C) Odd
 - (D) Multi-unit
19. _____ placed at the exits that prevent shoplifting
- (A) Electronic article surveillance
 - (B) Bar code
 - (C) RFID
 - (D) Stock keeping unit
20. The wheel of retailing explains the emergence of new retailing forms by —.
- (A) retailers cycle through peaks of high cost price and troughs of low cost price.
 - (B) whole sellers see retailing opportunity, enter retailing, then turn to wholesaling again.
 - (C) new retailers emerge, grow, mature and decline.
 - (D) low margin, low price retailers enter to compete with retailers who are high margin and high price.

21. In a retail store, _____ inform the customer about the product, offers and price.
- (A) Managers
 - (B) Fixtures
 - (C) Mannequins
 - (D) Signage
22. Independent retailers who use a central buying organization and joint promotional efforts are called a
- (A) merchandising conglomerate
 - (B) corporate chain store
 - (C) retailer cooperative
 - (D) voluntary chain
23. Channel members' sharing inventory and order-processing information through databases and computer systems is an example of the use of technology in
- (A) planning
 - (B) promotion
 - (C) pricing
 - (D) distribution
24. Percentage or number of customers who move from one level to next level in buying decision process is called
- (A) conversion rate
 - (B) marketing rate
 - (C) shopping rate
 - (D) loyalty rate
25. The correct statement about chain stores is _____.
- (A) they offer economic of scale in buying.
 - (B) they can hire good managers.
 - (C) they integrate wholesaling and retailing function.
 - (D) they centralize function.
26. How many rights does a consumer have under the Consumer Protection Act?
- (A) 8
 - (B) 6
 - (C) 4
 - (D) 5
27. 'Buffer stock' is the level of stock
- (A) Half of the actual stock
 - (B) At which the ordering process should start
 - (C) Minimum stock level below which actual stock should not fall
 - (D) Maximum stock in inventory
28. The time period between placing an order and its receipt in stock is known
- (A) lead time
 - (B) carrying time
 - (C) over time
 - (D) shortage time
29. Which of the following objectives is concerned with strategic marketing planning?
- (A) Day-to-day performance and results.
 - (B) Over-all long-term organizational growth.
 - (C) Identifying the strengths and weaknesses of the marketing department.
 - (D) None of the above.
30. _____ activities performed by the retailers.
- (A) Assortment of offerings.
 - (B) Holding stock.
 - (C) Extending services.
 - (D) All of these.

31. The number of product lines a company carries is called
- (A) Product mix.
 - (B) Product mix depth.
 - (C) Product mix width.
 - (D) Product mix length.
32. What is the framework that describes the positioning of firms database to support decisions with in the purview of total customet loyalty?
- (A) Customer retention strategy.
 - (B) Customer bonding.
 - (C) Customer positioning.
 - (D) Customer acquisition
33. Eureka Forbes is popular for its strategy of
- (A) Personal selling.
 - (B) Sales promotion.
 - (C) Advertisement.
 - (D) Direct marketing.
34. What type of confict usually exist when the manufacturer has established two or more channel that sell in the same market?
- (A) Multi-channel confict.
 - (B) Horizontal channel confict.
 - (C) Vertical channel confict.
 - (D) None of the above.
35. Consumer Protection Act is significant to
- (A) Immovable Goods
 - (B) Movable Goods
 - (C) Particular Goods and Services
 - (D) All Goods and Services
36. Under the Consumer Protection Act, the rights of a consumer do not include to be
- (A) Safety
 - (B) Choose
 - (C) Presented
 - (D) Informed
37. When the seller manipulates the price, it is known as
- (A) Caveat Emptor
 - (B) Unfair trade practices
 - (C) Restricted trade practices
 - (D) None of the above
38. The consumer has the right to get compensation against unfair trade practices under right to
- (A) Right to choose
 - (B) Right to seek redressal
 - (C) Right to safety
 - (D) Right to information
39. The same personnel handle both merchandising and other retail tasks in which buying organization?
- (A) Centralised
 - (B) Decentralised
 - (C) Informal
 - (D) Formal
40. _____ is the standardized mark on jewellery.
- (A) ISI
 - (B) FPO
 - (C) Hallmark
 - (D) CERC

41. Visual merchandising is
- (A) the practice of making the most profitable merchandise the most visible.
 - (B) the practice of making all the merchandise as visible as possible.
 - (C) practiced by lower-end stores attempting to shake their "cheap" image.
 - (D) the artistic display of merchandise and theatrical props to set the tone for the store
42. The key to successful in-store visual merchandising is
- (A) successful lighting
 - (B) a successful floor layout
 - (C) successful signage
 - (D) All the above
43. Retailers often place clearance merchandise
- (A) at the front of the store
 - (B) at the back of the store
 - (C) in a separate discount store
 - (D) All the above
44. _____ is the layout or presentation of products at retail market.
- (A) Fashion merchandising
 - (B) Visual merchandising
 - (C) Merchandising
 - (D) Designing
45. What is essential for effective window display?
- (A) lighting
 - (B) cleanliness
 - (C) simplicity
 - (D) All the above
46. The following classes of costs are usually involved in inventory decisions *except*
- (A) Cost of ordering
 - (B) Carrying cost
 - (C) Cost of shortages
 - (D) Machining cost
47. Which of the following is NOT an inventory?
- (A) Machines
 - (B) Raw material
 - (C) Finished products
 - (D) Consumable tools
48. The minimum stock level is calculated as
- (A) Reorder level – (Normal consumption × Normal delivery time)
 - (B) Reorder level + (Normal consumption × Normal delivery time)
 - (C) (Reorder level + Normal consumption) × Normal delivery time
 - (D) (Reorder level + Normal consumption)/ Normal delivery time
49. The Standards of Weights and Measures Act was passed in _____.
- (A) 1976
 - (B) 1960
 - (C) 1965
 - (D) 1968
50. The provisions of _____ Act are applicable in case of those goods which are sold or distributed by weight, measure or number.
- (A) Prevention of Food Adulteration
 - (B) Standards of Weight and Measures
 - (C) Trade Marks
 - (D) Competition

ROUGH WORK

Skill Instructor(Retail)

1. B	26. B
2. C	27. C
3. C	28. A
4. D	29. B
5. D	30. D
6. C	31. C
7. D	32. B
8. D	33. D
9. D	34. A
10. B	35. D
11. A	36. C
12. A	37. C
13. A	38. B
14. D	39. C
15. B	40. C
16. B	41. D
17. A	42. D
18. C	43. A
19. C	44. B
20. D	45. D
21. D	46. D
22. C	47. A
23. D	48. A
24. A	49. A
25. D	50. B