

ಕೀಲಿ ಉತ್ತರ

ತರಗತಿ : 9

ವಿಷಯ : Retail (Third Language)

9/47

ಪ್ರಶ್ನೆ ಸಂಖ್ಯೆ	ಉತ್ತರದ ವಿವರ	ಅಂಕ ವಿಂಗಡಣೆ
I.	Choose the correct answer. (10×1=10)	
1.	B) Organised retail	1
2.	A) Save time	1
3.	C) Machinery repair services	1
4.	A) Furniture	1
5.	D) Constantly observing the stock	1
6.	A) To match with required goods	1
7.	C) The space where retailers ultimately use scarce resources	1
8.	B) Carrying small loads of merchandise	1
9.	D) Listening to the customer	1
10.	A) a particular locality	1
II.	Fill in the blanks. (4×1=4)	
11.	Store owner	1
12.	Convenience goods	1
13.	Stock	1
14.	Tangible products	1
III.	Match the following. (4×1=4)	
15.	i) Walmart b) USA	1
	ii) Tesco f) U.K.	1
	iii) Carrefour d) France	1
	iv) Metro a) Germany	1
IV.	Answer the following questions. (6×1=6)	
16.	Retailers provides the products and services that the customer needs, in the required quantity at the right place and time	1
17.	Super markets are large retailing stores selling a huge variety of consumer products	1
18.	Storage means proper arrangement of goods for retailing all its actual properties and qualities till the final consumption required by the consumer	1

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19.	* Always check the retailers return policy * Keep tags on receipts	½ ½
20.	Allocating space means allocating a particular place for keeping a specific type of merchandise and facilitating a customer	1
21.	* Conversation with customers * Group feedback	½ ½
V.	Answer the following questions. (6×2=12)	
22.	* Establish the shop in a place where customers are attracted * Ensure window display and counter display to promote sales	1 1
23.	* <u>Shopping goods</u> : Are not purchased as frequently by consumers as convenience goods * <u>Speciality goods</u> : Which are unique unusual and special are called speciality goods OR * <u>Capital goods</u> : Make the functioning of an organization smooth * <u>Supplies</u> : Supplies meet the day to day operation but do not become a part of finished goods	1 1 1 1
24.	* Thorough checking of goods before the invoice is signed * Following the standard provision for process of receiving goods OR * Dispatch goods correctly in terms of quantity description and quality to the store floor * Ensure correct packaging while dispatching the products	1 1 1 1
25.	* Lowers the unit materials handling costs * Reduces the manufacturing time * Contributes towards a better control of goods flow * Achieves decreased storage requirement	½ ½ ½ ½
26.	<u>Customer</u> : One who come to store and buy products for home and own called as customer <u>Consumer</u> : One who come to store and buy products and utilize for him/his own is called consumer	1 1

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27.	* Develop knowledge of merchandise being sold * Handle complaints courteously and sympathetically	1 1
VI.	Answer the following questions. (4×3=12)	
28.	* Shelves and racks are in a level * Retailer follows the instructions given by manufacturer * Shelves and racking are fixed in to the wall * Personal protective equipment is used * Goods kept logically * Common goods are easily accessible OR * Follow the instructions on the safety data sheet as given by manufacturer * Only keep a limited quantity of hazardous goods * Do regular checking for any leakage or spills from the container	½ ½ ½ ½ ½ ½ 1 1 1
29.	* <u>Receiving</u> : When material reaches the store it is received by the retail store operations assistant * <u>In-Store handling</u> : There are various methods of material handling but it is done with the proper equipment * <u>Shipping</u> : Shipping consists of checking and loading orders onto transportation vehicles	1 1 1
30.	* Warm welcome * Understanding * Fairness * Control * Options * Alternatives	½ ½ ½ ½ ½ ½
31.	* <u>Be adaptable</u> : A retailer should define store approach for building rapport * <u>Dont's rush</u> : Sometimes the retailers can identify issues on a regular basis and then rush to rectify the problem quickly * <u>Smile</u> : The sales person should always interact with customer with a smile	1 1 1

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VII.	Answer the following questions. (3×4=12)	
32.	<ul style="list-style-type: none"> * <u>Independent retailer</u> : A person who owns and operates with family members or assistants * <u>Franchising</u> : A franchise is a legal contract between a company and the store owner. * <u>Chain retailer</u> : When a significant number of out lets are operated by a single owner * <u>Consumer co-operatives</u> : A consumer co-operative is a retail store operated by member customers <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> * <u>Convenience stores</u> : These are small-sized stores located in residential areas * <u>Super markets</u> : Super markets are large retailing stores selling a huge variety of consumer products mostly food items with low marginal gain * <u>Hyper markets</u> : A hyper market is a combination of combination of a super market and a general merchandise store * <u>Speciality stores</u> : A store A store specialising in one type of products or single time of goods. 	<p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p>
33.	<ul style="list-style-type: none"> * Every customer wants to fulfill their needs by variety of goods every retailer should focus sufficient arrange of goods * Many products or commodities are need extra care of storage like medicines and drugs * Storage of goods during the recession phase increase the carrying cost and minimises the returns * The storage of commodities varies with the demand of goods 	<p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p>
34.	<ul style="list-style-type: none"> * <u>Minimum stock level</u> : It is the minimum level of goods that should be maintained by retail to avoid customer dissatisfaction. * <u>Maximum stock level</u> : It is the maximum level of goods that is maintained by a retail store * <u>Reorder level</u> : When the quantity of goods reach a certain level then a fresh order is sent to procure new products * <u>Danger level</u> : If the stock touches danger levels then immediate action should be taken to maintain the stock <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> * <u>Trolley</u> : The trolley is very useful for moving small loads of merchandise around the store * <u>Bags</u> : Bags are required at the time of shopping and shipping of goods * <u>Basket</u> : When a customer wants to buy a small quantity of goods they can carry a small basket * <u>Handheld scanner</u> : The hand -held scanner connects with the points of sale system so that it can read barcode of goods and help in making the bills 	<p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p>