DAY — 16 SEAT NUMBER | | | | | | |

2025	III	04	1500	J-394	(E)

RETAIL SALES ASSOCIATES (G4)

Time : 3 Hrs. **(4 Pages)** **Max. Marks : 80**

Note : *(1) All questions are compulsory.*

(2) Draw neat and well labelled diagrams wherever necessary.

(3) Figures given on the right side are full marks.

(4) Write answers to all questions on new pages.

Q. 1. **(A)** Select the correct alternatives and rewrite the sentences : (5) **[20]**

(1) Information should also be _____ safe.

(a) Password

(b) Company

(c) Computer

(2) Customer service is about fulfilling the wishes of the _____.

(a) Retailer

(b) Customer

(c) Creditor

(3) Ram works for Sunita, who is a business women. Ram is a/an _____.

(a) Entrepreneur

(b) Wage employed person

(c) Skilled worker

(4) The ability to act in a situation before others do is _____.

(a) Interpersonal skills

(b) Initiative

(c) Perseverance

(5) The process of CRM starts with _____ customers.

(a) identifying

(b) researching

(c) locating

(B) Match the words from the following column 'A' with colomn 'B' pairs : (5)

Group 'A'		Group 'B'	
(a)	Suggestion box	(1)	1872
(b)	Information Technology Act	(2)	Body Language
(c)	Customer Information Technology	(3)	2000
(d)	Non-verbal Communication	(4)	Incentive Mechanism
(e)	Law of contract	(5)	Confidential form

(C) State whether the following statements are True or False : (5)

(1) Reputed traders don't have any entrepreneurial skills.

(2) Solar and wind power plants provide clean energy.

(3) An entrepreneur must be capable of turning ideas into reality.

(4) Customer feedback cannot be a means of seeking customer opinion.

(5) Plants such as Areca palm and rubber can not absorb harmful pollutants from the air.

(D) Answer the following questions in 'one' sentence : (5)

(1) What is verbal communication?

(2) Write full form of (NAPCC).

(3) What is the function of a retailer?

(4) Write full form of (PHEV).

(5) What is the work of a Sales Associate?

Q. 2. Answer the following questions in short (Any FOUR) : [12]

(1) Explain the services provided to the wholesalers.

(2) Write benefits of Negotiation.

(3) Write the features of Teamwork.

(4) Write impact of 'change in service' on business.

(5) What is active listening?

(6) Write the characteristics of a Sales Associate.

Q. 3. Answer the following questions in short (Any FOUR) : [12]

(1) What precautions should be taken by male staff at workplace?

(2) State the benefits of Teamwork.

(3) How to deal with customers in business?

(4) Write the disadvantages of changes.

(5) Explain result oriented approach with example.

(6) How to solve repeated customer service problem?

Q. 4. Answer the following questions in detail (Any THREE) : [12]

(1) What are the stages of active listening?

(2) What are the steps to protect spreadsheet?

(3) What are the methods to get feedback on solving customers' problem?

(4) Explain the procedure for delivery of customer service.

(5) Write information about process of communication.

Q. 5. Answer the following questions in detail (Any THREE) : [12]

(1) Write steps to overcome personality disorders.

(2) What is customer feedback? State its importance.

(3) How to change text style and font size?

(4) Explain the rules for handling problems in organised way.

(5) Make a list of customers' problems.

Q. 6. (A) Answer the following questions in detail (Any ONE) : (6) **[12]**

(1) Explain the components of Customer Relationship Management (CRM).

(2) How to communicate customer feedback to others? Write in detail.

(B) Answer the following questions in detail (Any ONE) : (6)

(1) Write about the ways of getting customers' feedback on services.

(2) Which points should be kept in mind to develop customer loyalty and retain them in business?

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