

Roll. No. ....

Question Booklet Number

O.M.R. Serial No.

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**BBA (Retail Operations) (SEM.-II) EXAMINATION, 2025-26**  
**Old Syllabus (Effective from 2024) (AEDP)**  
**BACK PAPER**  
**( Retail Business Environment )**

<b>Paper Code</b>						
<b>A</b>	<b>9</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>1</b>
<b>T</b>						

[ Code : DSC-201 ]

Question Booklet  
Series  
**B**

Time : 1 : 30 Hours

Max. Marks : 75

**Instructions to the Examinee :**

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer only 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
4. Four alternative answers are mentioned for each question as - A, B, C & D in the booklet. The candidate has to choose the correct / answer and mark the same in the OMR Answer-Sheet as per the direction :

*(Remaining instructions on last page)*

**परीक्षार्थियों के लिए निर्देश :**

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को केवल 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छँटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

*(शेष निर्देश अन्तिम पृष्ठ पर)*

1. Price war means :
  - (A) Increasing prices
  - (B) Reducing prices to compete
  - (C) Fixed prices
  - (D) No prices
2. Customer feedback helps in :
  - (A) Improvement
  - (B) Loss
  - (C) Delay
  - (D) Waste
3. Innovation in retail means :
  - (A) New ideas
  - (B) Old ideas
  - (C) No change
  - (D) Delay
4. Self-service store means :
  - (A) Staff serves
  - (B) Customer selects goods
  - (C) No goods
  - (D) Only online
5. Retail staff role is :
  - (A) Ignore customers
  - (B) Assist customers
  - (C) Delay service
  - (D) Avoid work
6. Training helps staff to :
  - (A) Improve skills
  - (B) Reduce skills
  - (C) Waste time
  - (D) Delay work
7. Motivation means :
  - (A) Encouragement
  - (B) Punishment
  - (C) Delay
  - (D) Loss
8. Salary is :
  - (A) Payment to employees
  - (B) Tax
  - (C) Profit
  - (D) Loss
9. Profit means :
  - (A) Loss
  - (B) Gain
  - (C) Expense
  - (D) Tax
10. Retail business success depends on :
  - (A) Customer satisfaction
  - (B) Good service
  - (C) Right pricing
  - (D) All of these

11. Return policy means :
- (A) No return
  - (B) Exchange or refund
  - (C) Only sale
  - (D) Only storage
12. Retail risk includes :
- (A) Loss
  - (B) Theft
  - (C) Damage
  - (D) All of these
13. Shrinkage means :
- (A) Increase in stock
  - (B) Loss of stock
  - (C) Sale of stock
  - (D) Storage of stock
14. Online payment method is :
- (A) Cash
  - (B) UPI
  - (C) Cheque
  - (D) Barter
15. Digital retail is :
- (A) Offline selling
  - (B) Online selling
  - (C) Street selling
  - (D) Wholesale
16. Mobile commerce means :
- (A) Selling via mobile
  - (B) Selling in shop
  - (C) Selling in market
  - (D) Selling in warehouse
17. Omni-channel retail means :
- (A) Single channel
  - (B) Multiple channels
  - (C) No channel
  - (D) Wholesale
18. CRM stands for :
- (A) Customer Relationship Management
  - (B) Customer Retail Method
  - (C) Consumer Record Method
  - (D) Customer Rate Management
19. CRM helps in :
- (A) Building relationships
  - (B) Loss
  - (C) Delay
  - (D) Waste

20. Label provides :
- (A) Decoration
  - (B) Information
  - (C) Transport
  - (D) Storage
21. MRP stands for :
- (A) Maximum Retail Price
  - (B) Minimum Retail Price
  - (C) Market Rate Price
  - (D) Main Retail Price
22. Which law protects consumers?
- (A) Consumer Protection Act
  - (B) Tax Act
  - (C) Trade Act
  - (D) Banking Act
23. Consumer rights include :
- (A) Right to safety
  - (B) Right to information
  - (C) Right to choose
  - (D) All of these
24. GST is related to :
- (A) Tax
  - (B) Transport
  - (C) Storage
  - (D) Production
25. Retailer must pay :
- (A) Tax
  - (B) Rent
  - (C) Salary
  - (D) All of these
26. Ethics in retail means :
- (A) Wrong practices
  - (B) Fair practices
  - (C) High prices
  - (D) Low quality
27. Customer service means :
- (A) Ignoring customers
  - (B) Helping customers
  - (C) Delaying service
  - (D) Avoiding customers
28. Complaint handling is :
- (A) Ignoring
  - (B) Solving customer issues
  - (C) Creating issues
  - (D) Delaying

29. Market segmentation means :
- (A) Selling to all
  - (B) Dividing market into groups
  - (C) Producing goods
  - (D) Exporting goods
30. Target market is :
- (A) All customers
  - (B) Selected group of customers
  - (C) Producer
  - (D) Supplier
31. Positioning means :
- (A) Pricing
  - (B) Image in customer mind
  - (C) Storage
  - (D) Transport
32. Retail promotion includes :
- (A) Advertising
  - (B) Discount
  - (C) Offers
  - (D) All of these
33. Personal selling means :
- (A) Online selling
  - (B) Face-to-face selling
  - (C) Wholesale selling
  - (D) Export selling
34. Advertising helps in :
- (A) Awareness
  - (B) Loss
  - (C) Delay
  - (D) Waste
35. Branding means :
- (A) Naming a product
  - (B) Packing goods
  - (C) Transporting goods
  - (D) Storing goods
36. Brand loyalty means :
- (A) Switching brands
  - (B) Regular buying same brand
  - (C) No purchase
  - (D) Buying randomly
37. Packaging helps in :
- (A) Protection
  - (B) Attraction
  - (C) Information
  - (D) All of these

38. Large retail stores are called :
- (A) Kiosks
  - (B) Hypermarkets
  - (C) Hawkers
  - (D) Vendors
39. Which is a traditional retail format?
- (A) Mall
  - (B) Online Store
  - (C) Kirana Shop
  - (D) Supermarket
40. What is a Supermarket?
- (A) Small shop
  - (B) Large self-service store
  - (C) Factory
  - (D) Warehouse
41. Hypermarket combines :
- (A) Retail and wholesale
  - (B) Production and retail
  - (C) Import and export
  - (D) Banking and retail
42. Which is an example of unorganized retail?
- (A) Mall
  - (B) Chain store
  - (C) Street vendor
  - (D) Online store
43. Retailing helps in :
- (A) Only storage
  - (B) Only selling
  - (C) Distribution of goods
  - (D) Manufacturing
44. E-retailing means :
- (A) Street selling
  - (B) Online selling
  - (C) Wholesale selling
  - (D) Export selling
45. Which is an example of e-retailing?
- (A) Kirana shop
  - (B) Weekly market
  - (C) Online shopping website
  - (D) Street vendor
46. Franchise is :
- (A) Independent business
  - (B) Business with brand permission
  - (C) Government shop
  - (D) Factory

47. What is Retailing?
- (A) Selling goods in bulk
  - (B) Selling goods to final consumers
  - (C) Manufacturing goods
  - (D) Exporting goods
48. Who is a Retailer?
- (A) Producer
  - (B) Wholesaler
  - (C) Middleman selling to consumers
  - (D) Exporter
49. Which is an example of retail business?
- (A) Factory
  - (B) Warehouse
  - (C) Supermarket
  - (D) Port
50. Retailing mainly deals with :
- (A) Production
  - (B) Distribution
  - (C) Final sale
  - (D) Export
51. Which of the following is a service retailer?
- (A) Grocery shop
  - (B) Salon
  - (C) Clothing store
  - (D) Bookstore
52. Retail environment includes :
- (A) Only customers
  - (B) Only suppliers
  - (C) Internal and external factors
  - (D) Only products
53. What is organized retail?
- (A) Small shops
  - (B) Registered and structured retail
  - (C) Street vendors
  - (D) Weekly markets
54. What is unorganized retail?
- (A) Large malls
  - (B) Chain stores
  - (C) Small local shops
  - (D) Online stores
55. Example of organized retail is :
- (A) Kirana store
  - (B) Street vendor
  - (C) Shopping mall
  - (D) Weekly market

56. Retail pricing depends on :
- (A) Cost
  - (B) Demand
  - (C) Competition
  - (D) All of these
57. Discount means :
- (A) Increase in price
  - (B) Reduction in price
  - (C) Fixed price
  - (D) Extra charge
58. Sales promotion includes :
- (A) Discount
  - (B) Offers
  - (C) Coupons
  - (D) All of these
59. Customer loyalty means :
- (A) One-time purchase
  - (B) Regular purchase
  - (C) No purchase
  - (D) Return goods
60. What is Inventory?
- (A) Sales record
  - (B) Stock of goods
  - (C) Profit
  - (D) Loss
61. Inventory management helps in :
- (A) Overstocking
  - (B) Stock control
  - (C) Waste
  - (D) Delay
62. FIFO means :
- (A) First In First Out
  - (B) Fast In Fast Out
  - (C) First In Final Out
  - (D) Final In First Out
63. LIFO means :
- (A) Last In First Out
  - (B) Least In First Out
  - (C) Last In Final Out
  - (D) Low In first Out
64. Which method is used for stock rotation?
- (A) FIFO
  - (B) LIFO
  - (C) Both (A) and (B)
  - (D) None of these

65. Retail business connects :
- (A) Producer and consumer
  - (B) Consumer and government
  - (C) Producer and exporter
  - (D) Wholesaler and bank
66. Which factor affects retail environment?
- (A) Economic
  - (B) Social
  - (C) Technological
  - (D) All of these
67. What does customer satisfaction lead to?
- (A) Loss
  - (B) Profit
  - (C) Complaints
  - (D) Delay
68. Retailing creates :
- (A) Utility
  - (B) Loss
  - (C) Waste
  - (D) Delay
69. Which utility is created by retailing?
- (A) Place utility
  - (B) Time utility
  - (C) Possession utility
  - (D) All of these
70. Small retailers are also called :
- (A) Organized
  - (B) Unorganized
  - (C) Corporate
  - (D) Wholesale
71. Example of service retail :
- (A) Bank
  - (B) Factory
  - (C) Warehouse
  - (D) Farm
72. Retailer buys goods from :
- (A) Consumer
  - (B) Wholesaler
  - (C) Government
  - (D) Bank
73. Retail business is the last step in :
- (A) Production
  - (B) Supply chain
  - (C) Marketing
  - (D) Import

74. Retailer earns profit by :
- (A) Selling at lower price
  - (B) Buying at higher price
  - (C) Margin between cost and selling price
  - (D) Donation
75. Consumer behavior means :
- (A) Buying habits of customers
  - (B) Selling habits
  - (C) Production method
  - (D) Transport system
76. Which factor affects consumer behavior?
- (A) Income
  - (B) Taste
  - (C) Lifestyle
  - (D) All of these
77. Visual merchandising means :
- (A) Selling online
  - (B) Displaying products attractively
  - (C) Packaging goods
  - (D) Transporting goods
78. Store layout is :
- (A) Design of product
  - (B) Arrangement inside store
  - (C) Pricing method
  - (D) Advertisement
79. Good store layout helps in :
- (A) Confusion
  - (B) Easy shopping
  - (C) Loss
  - (D) Delay
80. Point of sale (POS) is :
- (A) Entry gate
  - (B) Billing counter
  - (C) Warehouse
  - (D) Exit door
81. Barcode is used for :
- (A) Decoration
  - (B) Pricing and scanning
  - (C) Packing
  - (D) Transport
82. Which technology is used in retail?
- (A) Billing software
  - (B) Barcode scanner
  - (C) POS system
  - (D) All of these

83. Supply chain includes :
- (A) Producer
  - (B) Wholesaler
  - (C) Retailer
  - (D) All of these
84. Logistics means :
- (A) Selling
  - (B) Transportation and storage
  - (C) Production
  - (D) Marketing
85. Warehousing is used for :
- (A) Selling goods
  - (B) Storing goods
  - (C) Producing goods
  - (D) Advertising
86. Retail store design includes :
- (A) Lighting
  - (B) Space
  - (C) Layout
  - (D) All of these
87. Which is a type of retail store?
- (A) Department store
  - (B) Factory
  - (C) Port
  - (D) Farm
88. Department store offers :
- (A) One product
  - (B) Many products
  - (C) Only services
  - (D) Raw materials
89. Chain store means :
- (A) Single shop
  - (B) Group of stores under one brand
  - (C) Warehouse
  - (D) Factory
90. Franchise model involves :
- (A) Only own brand
  - (B) Using another brand
  - (C) Government control
  - (D) No brand
91. Retail audit checks :
- (A) Only sales
  - (B) Performance of store
  - (C) Production
  - (D) Transport

92. Data in retail is used for :
- (A) Analysis
  - (B) Decision-making
  - (C) Planning
  - (D) All of these
93. Retail strategy means :
- (A) Planning actions
  - (B) Selling goods
  - (C) Storing goods
  - (D) Transporting goods
94. Location of store affects :
- (A) Sales
  - (B) Loss
  - (C) Delay
  - (D) Waste
95. High traffic area means :
- (A) Less customers
  - (B) More customers
  - (C) No customers
  - (D) Only vehicles
96. Retail expansion means :
- (A) Closing stores
  - (B) Opening more stores
  - (C) Reducing sales
  - (D) Reducing stock
97. Global retail means :
- (A) Local market
  - (B) International market
  - (C) Small shop
  - (D) Street vendor
98. Import means :
- (A) Selling abroad
  - (B) Buying from abroad
  - (C) Local selling
  - (D) Local buying
99. Export means :
- (A) Buying goods
  - (B) Selling goods abroad
  - (C) Local selling
  - (D) Storage
100. Retail competition means :
- (A) Cooperation
  - (B) Rivalry among retailers
  - (C) Partnership
  - (D) Monopoly

## **Rough Work / रफ कार्य**

**Rough Work / रफ कार्य**

**Example :**

**Question :**

Q.1 (A) ● (C) (D)

Q.2 (A) (B) ● (D)

Q.3 (A) ● (C) (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination, candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

**Imp't. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.**

**उदाहरण :**

**प्रश्न :**

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

**महत्वपूर्ण:** प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।