

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)

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| Paper Code | | | | | | |
| A | 9 | 0 | 1 | 0 | 4 | 1 |
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[Code : DSC-201]

Question Booklet
Series

D

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

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

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

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

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

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

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

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

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

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

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

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.

Impt. 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।