

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**

**( In Store Cashiering & Merchandising Operations-II )**

<b>Paper Code</b>							
<b>A</b>	<b>9</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>8</b>	<b>T</b>

[ Code : DSC-202 ]

Question Booklet  
Series

**A**

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. Visual merchandising refers to:
  - (A) Selling products online
  - (B) Displaying products to attract customers
  - (C) Managing accounts
  - (D) Warehousing goods
2. The primary objective of visual merchandising is to:
  - (A) Reduce costs
  - (B) Increase employee efficiency
  - (C) Attract customers and boost sales
  - (D) Improve accounting
3. Which of the following is a type of display?
  - (A) Window display
  - (B) Warehouse display
  - (C) Office display
  - (D) Factory display
4. Planning in visual merchandising involves:
  - (A) Random arrangement
  - (B) Systematic display design
  - (C) Ignoring customer needs
  - (D) Only pricing decisions
5. A planogram is:
  - (A) A financial plan
  - (B) A diagram of product placement
  - (C) A pricing strategy
  - (D) A sales report
6. Which factor is most important in display planning?
  - (A) Customer behavior
  - (B) Employee salary
  - (C) Office layout
  - (D) Transportation
7. The role of design in merchandising is to:
  - (A) Reduce staff
  - (B) Improve visual appeal
  - (C) Increase storage
  - (D) Manage accounts
8. Which element is Not a part of visual design?
  - (A) Colour
  - (B) Lighting
  - (C) Texture
  - (D) Salary

9. Proper lighting in displays helps to:
- (A) Reduce rent
  - (B) Highlight products
  - (C) Increase inventory
  - (D) Improve payroll
10. Balance in display design means:
- (A) Equal pricing
  - (B) Proper arrangement of elements
  - (C) Random placement
  - (D) Overstocking
11. Symmetrical balance is:
- (A) Unequal arrangement
  - (B) Equal arrangement on both sides
  - (C) Random design
  - (D) No design
12. The purpose of window display is to:
- (A) Store goods
  - (B) Attract passersby
  - (C) Reduce costs
  - (D) Manage staff
13. Which principle focuses on drawing attention?
- (A) Emphasis
  - (B) Storage
  - (C) Accounting
  - (D) Billing
14. Harmony in design means:
- (A) Conflict in elements
  - (B) Coordination of elements
  - (C) Overcrowding
  - (D) Random placement
15. The use of colours in displays mainly helps to:
- (A) Increase cost
  - (B) Attract customers
  - (C) Reduce stock
  - (D) Improve billing
16. Which of the following is part of display setup?
- (A) Product arrangement
  - (B) Salary processing
  - (C) Accounting
  - (D) Tax calculation

17. Props in visual merchandising are used to:
- (A) Support display theme
  - (B) Increase cost
  - (C) Reduce sales
  - (D) manage accounts
18. A cluttered display results in:
- (A) Better sales
  - (B) Customer confusion
  - (C) Clear visibility
  - (D) Higher profits
19. Health and safety in displays aim to:
- (A) Increase risks
  - (B) Protect customers and staff
  - (C) Reduce lighting
  - (D) Increase clutter
20. Which is a safety hazard in store displays?
- (A) Proper lighting
  - (B) Loose wires
  - (C) Clean floor
  - (D) Organized shelves
21. Fire safety equipment in stores includes:
- (A) Chairs
  - (B) Fire extinguishers
  - (C) Tables
  - (D) Shelves
22. Which practice ensures safe displays?
- (A) Blocking exits
  - (B) Clear pathways
  - (C) Overloading shelves
  - (D) Loose cables
23. Proper signage helps in:
- (A) Confusing customers
  - (B) Guiding customers safely
  - (C) Increasing risk
  - (D) Reducing sales
24. Overloading shelves may lead to:
- (A) Safety hazards
  - (B) Better display
  - (C) Increased space
  - (D) Customer satisfaction

25. Ergonomic display setup helps to:
- (A) Reduce comfort
  - (B) Improve safety and efficiency
  - (C) Increase hazards
  - (D) Reduce visibility
26. Creating an image in the minds of customers refers to:
- (A) Pricing strategy
  - (B) Branding and perception
  - (C) Accounting process
  - (D) Inventory control
27. Customer perception is mainly influenced by:
- (A) Store appearance and employee behavior
  - (B) Warehouse size
  - (C) Transportation cost
  - (D) Office location
28. A positive self-image of an employee helps to:
- (A) Reduce sales
  - (B) Improve customer interaction
  - (C) Increase complaints
  - (D) Delay service
29. Organisational image is built through:
- (A) Advertising only
  - (B) Customer experience and service quality
  - (C) Employee salary
  - (D) Tax policies
30. First impression of a store is created by:
- (A) Billing system
  - (B) Visual appearance and cleanliness
  - (C) Back office work
  - (D) Stock room
31. Which factor helps in building customer trust?
- (A) Misleading information
  - (B) Honest communication
  - (C) Ignoring customers
  - (D) Delayed response
32. Communication in retail means:
- (A) Talking only
  - (B) Exchange of information with customers
  - (C) Accounting records
  - (D) Pricing goods

33. Accurate information is important because it:
- (A) Confuses customers
  - (B) Builds credibility
  - (C) Reduces sales
  - (D) Increases errors
34. Providing wrong information to customers may lead to:
- (A) Customer loyalty
  - (B) Customer dissatisfaction
  - (C) Increased profits
  - (D) Better image
35. Which of the following is effective communication?
- (A) Ignoring queries
  - (B) Clear and polite response
  - (C) Arguing with customers
  - (D) Delaying answers
36. Body language plays a role in:
- (A) Accounting
  - (B) Communication
  - (C) Pricing
  - (D) Inventory
37. Eye contact during interaction shows:
- (A) Disinterest
  - (B) Confidence and attention
  - (C) Anger
  - (D) Confusion
38. Listening to customers carefully helps to:
- (A) Increase errors
  - (B) Understand their needs
  - (C) Waste time
  - (D) Reduce sales
39. Which of the following is a barrier to communication?
- (A) Noise
  - (B) Clarity
  - (C) Feedback
  - (D) Understanding
40. Responding appropriately means:
- (A) Ignoring customers
  - (B) Giving suitable and polite replies
  - (C) Arguing
  - (D) Giving wrong answers

41. Handling customer complaints requires:
- (A) Anger
  - (B) Patience and understanding
  - (C) Ignorance
  - (D) Delay
42. Which is an example of professional behavior?
- (A) Rude tone
  - (B) Polite communication
  - (C) Ignoring customers
  - (D) Argument
43. Customer satisfaction depends on:
- (A) Poor service
  - (B) Good communication and service
  - (C) High prices only
  - (D) Advertising only
44. Feedback from customers helps in:
- (A) Ignoring issues
  - (B) Improving services
  - (C) Reducing quality
  - (D) Increasing confusion
45. A smiling employee creates:
- (A) Negative image
  - (B) Positive impression
  - (C) Confusion
  - (D) No impact
46. Which is the correct way to respond to a complaint?
- (A) Blame customer
  - (B) Listen and provide solution
  - (C) Ignore
  - (D) Argue
47. Miscommunication can result in:
- (A) Customer satisfaction
  - (B) Errors and dissatisfaction
  - (C) Better service
  - (D) Loyalty
48. Clear signage in store helps in:
- (A) Confusion
  - (B) Easy navigation and information
  - (C) Increasing error
  - (D) Reducing sales

49. Tone of voice should be:
- (A) Harsh
  - (B) Polite and friendly
  - (C) Loud and rude
  - (D) Ignorant
50. Effective communication ultimately leads to:
- (A) Customer dissatisfaction
  - (B) Customer loyalty and trust
  - (C) Reduced sales
  - (D) Increased complaints
51. Teamwork refers to:
- (A) Working individually
  - (B) Working together to achieve common goals
  - (C) Competing with each other
  - (D) Ignoring others
52. Effective teamwork in retail helps to:
- (A) Increase conflicts
  - (B) Improve productivity and service
  - (C) Delay tasks
  - (D) Reduce communication
53. Which of the following is a key element of teamwork?
- (A) Miscommunication
  - (B) Cooperation
  - (C) Conflict
  - (D) Negligence
54. Team members should:
- (A) Work in isolation
  - (B) Share responsibilities
  - (C) Avoid communication
  - (D) Ignore tasks
55. Good teamwork leads to:
- (A) Poor service
  - (B) Customer satisfaction
  - (C) Increase errors
  - (D) Delays
56. Information in retail workplace is important because it:
- (A) Creates confusion
  - (B) Helps in decision making
  - (C) Delays work
  - (D) Reduces efficiency

57. Instructions at workplace should be:
- (A) Unclear
  - (B) Clear and precise
  - (C) Confusing
  - (D) Ignored
58. Documentation in retail includes:
- (A) Verbal talks only
  - (B) Written records and reports
  - (C) Personal opinions
  - (D) Rumors
59. Proper documentation helps in:
- (A) Mismanagement
  - (B) Record keeping and accountability
  - (C) Increasing errors
  - (D) Ignoring data
60. Which of the following is an example of workplace information?
- (A) Gossip
  - (B) Sales report
  - (C) Personal opinion
  - (D) Guesswork
61. Following instructions properly leads to:
- (A) Mistakes
  - (B) Efficiency
  - (C) Confusion
  - (D) Delays
62. Effective work habits include:
- (A) Laziness
  - (B) Punctuality and discipline
  - (C) Negligence
  - (D) Carelessness
63. Being punctual means:
- (A) Coming late
  - (B) Coming on time
  - (C) Leaving early
  - (D) Ignoring schedule
64. Time management helps to:
- (A) Waste time
  - (B) Complete tasks efficiently
  - (C) Increase delays
  - (D) Reduce productivity

65. Which of the following is a good work habit?
- (A) Procrastination
  - (B) Responsibility
  - (C) Carelessness
  - (D) Ignorance
66. A positive attitude at workplace leads to:
- (A) Conflict
  - (B) Better work environment
  - (C) Stress
  - (D) Poor performance
67. Employees with positive attitude are:
- (A) Uncooperative
  - (B) Motivated and productive
  - (C) Lazy
  - (D) Irresponsible
68. Which behavior shows positive attitude?
- (A) Complaining
  - (B) Helping colleagues
  - (C) Ignoring tasks
  - (D) Arguing
69. Negative attitude results in:
- (A) Better teamwork
  - (B) Workplace conflicts
  - (C) Higher productivity
  - (D) Customer satisfaction
70. Sharing information among team members helps in:
- (A) Confusion
  - (B) Coordination
  - (C) Errors
  - (D) Delay
71. Which is important for effective communication in team?
- (A) Listening
  - (B) Ignoring
  - (C) Arguing
  - (D) Avoiding
72. Team goals should be:
- (A) Unclear
  - (B) Clearly defined
  - (C) Ignored
  - (D) Hidden
73. Workplace discipline includes:
- (A) Breaking rules
  - (B) Following rules and policies
  - (C) Ignoring duties
  - (D) Delaying work

74. Maintaining records helps in:
- (A) Losing information
  - (B) Tracking performance
  - (C) Creating confusion
  - (D) Reducing efficiency
75. A healthy work environment is created by:
- (A) Negativity
  - (B) Cooperation and respect
  - (C) Conflict
  - (D) Miscommunication
76. Employability skills refer to:
- (A) Technical skills only
  - (B) Skills required to get and keep a job
  - (C) Accounting skills
  - (D) Marketing only
77. Entrepreneurship means:
- (A) Working for others
  - (B) Starting and managing a business
  - (C) Doing government job
  - (D) Studying only
78. Personal strengths are:
- (A) Weaknesses
  - (B) Skills and abilities of an individual
  - (C) External factors
  - (D) Market conditions
79. Value system refers to:
- (A) Financial assets
  - (B) Beliefs and principles guiding behavior
  - (C) Salary structure
  - (D) Work schedule
80. Which of the following is an employability skill?
- (A) Communication
  - (B) Laziness
  - (C) Carelessness
  - (D) Ignorance
81. Digital literacy means:
- (A) Writing letters
  - (B) Ability to use digital tools and technology
  - (C) Manual work
  - (D) Physical training
82. Which is an example of digital literacy?
- (A) Using spreadsheets
  - (B) Sweeping floor
  - (C) Cooking food
  - (D) Driving

83. Money management includes:
- (A) Spending without planning
  - (B) Budgeting and saving
  - (C) Ignoring expenses
  - (D) Borrowing unnecessarily
84. Budget refers to:
- (A) Random spending
  - (B) Plan of income and expenses
  - (C) Salary only
  - (D) Saving only
85. Saving money helps to:
- (A) Increase debt
  - (B) Ensure financial security
  - (C) Reduce income
  - (D) Waste resources
86. An entrepreneur is a person who:
- (A) Works under someone
  - (B) Takes risk to start a business
  - (C) Avoids responsibility
  - (D) Ignores opportunities
87. Risk-taking is associated with:
- (A) Employees only
  - (B) Entrepreneurs
  - (C) Student
  - (D) Teachers
88. Which of the following is a personal strength?
- (A) Honesty
  - (B) Negligence
  - (C) Carelessness
  - (D) Laziness
89. Self-awareness means:
- (A) Knowing others
  - (B) Knowing oneself
  - (C) Ignoring self
  - (D) Avoiding feedback
90. Value system influences:
- (A) Only income
  - (B) Decision making and behavior
  - (C) Weather
  - (D) Technology
91. Which of the following is a digital payment method?
- (A) Cash
  - (B) UPI
  - (C) Barter
  - (D) Cheque only

92. Financial literacy helps in:
- (A) Mismanaging money
  - (B) Better financial decisions
  - (C) Ignoring savings
  - (D) Increasing expenses
93. Preparing for employability includes:
- (A) Ignoring skills
  - (B) Developing skills and knowledge
  - (C) Avoiding learning
  - (D) Wasting time
94. Resume is:
- (A) A financial statement
  - (B) A document of qualifications and experience
  - (C) A bill
  - (D) A receipt
95. Interview preparation requires:
- (A) Lack of confidence
  - (B) Good communication and confidence
  - (C) Ignorance
  - (D) Delay
96. Entrepreneurship requires:
- (A) No planning
  - (B) Innovation and creativity
  - (C) Laziness
  - (D) Fear
97. Opportunity recognition means:
- (A) Ignoring chances
  - (B) Identifying business ideas
  - (C) Avoiding risks
  - (D) Reducing effort
98. Which is a good financial habit?
- (A) Overspending
  - (B) Saving regularly
  - (C) Borrowing always
  - (D) Ignoring budget
99. Digital tools help in:
- (A) Reducing efficiency
  - (B) Increasing productivity
  - (C) Creating confusion
  - (D) Wasting time
100. A successful entrepreneur is:
- (A) Irresponsible
  - (B) Risk-taking and innovative
  - (C) Lazy
  - (D) Careless

**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.** 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।