

Roll. No.

Question Booklet Number

O.M.R. Serial No.

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BBA (Retail Operations) (SEM.-II) EXAMINATION, 2025-26
Course Structure (With Effect from 2025-26) (AEDP)
CORE COURSE-II
(In Store Cashiering & Merchandising Operations-II)

Paper Code						
F	1	2	0	2	0	2

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. What does POS stand for ?
 - (A) Place of Stock
 - (B) Point of Sale
 - (C) Price of Store
 - (D) Plan of Sale
2. POS is mainly used for:
 - (A) Hiring staff
 - (B) Advertising
 - (C) Billing customers
 - (D) Cleaning store
3. A planogram shows:
 - (A) Employee salary
 - (B) Customer list
 - (C) Product placement
 - (D) Store profit
4. Visual merchandising means:
 - (A) Hiring workers
 - (B) Counting stock
 - (C) Displaying products attractively
 - (D) Paying bills
5. The main purpose of visual merchandising is to:
 - (A) Reduce staff
 - (B) Attract customers
 - (C) Close store early
 - (D) Increase electricity
6. Window display is a part of:
 - (A) Accounting
 - (B) Visual merchandising
 - (C) Transport
 - (D) Security
7. Good display should be:
 - (A) Empty
 - (B) Dark
 - (C) Dirty
 - (D) Attractive
8. A design brief means:
 - (A) Customer complaint
 - (B) Staff duty
 - (C) Plan for display
 - (D) Sales report

9. Health and safety in displays means:
- (A) No products
 - (B) No accidents
 - (C) No customers
 - (D) No lights
10. Product arrangement should be:
- (A) Broken
 - (B) Hidden
 - (C) Easy to see
 - (D) Mixed randomly
11. A positive image helps to:
- (A) Close business
 - (B) Gain customer trust
 - (C) Reduce sales
 - (D) Increase complaints
12. Customers like stores that are:
- (A) Dark
 - (B) Noisy
 - (C) Clean
 - (D) Dirty
13. Good customer service means:
- (A) Ignoring customers
 - (B) Arguing
 - (C) Helping politely
 - (D) Delaying service
14. Correct product information should be:
- (A) Hidden
 - (B) Accurate
 - (C) Wrong
 - (D) Confusing
15. Smiling with customers creates:
- (A) Complaint
 - (B) Positive image
 - (C) Loss
 - (D) Delay
16. Listening to customers shows:
- (A) Fear
 - (B) Carelessness
 - (C) Respect
 - (D) Anger

17. Proper communication should be:
- (A) Silent
 - (B) Wrong
 - (C) Clear
 - (D) Loud only
18. Handling complaints properly leads to:
- (A) Customer loss
 - (B) Customer satisfaction
 - (C) Low sales
 - (D) Store closure
19. Staff behaviour should be:
- (A) Rude
 - (B) Careless
 - (C) Angry
 - (D) Polite
20. Customer loyalty means:
- (A) No purchase
 - (B) Complaint only
 - (C) Repeat purchase
 - (D) One-time visit
21. Teamwork means:
- (A) Fighting
 - (B) Working alone
 - (C) Working together
 - (D) Ignoring work
22. Teamwork improves:
- (A) Loss
 - (B) Productivity
 - (C) Confusion
 - (D) Delay
23. Sharing information in a team helps to:
- (A) Work smoothly
 - (B) Stop work
 - (C) Create problems
 - (D) Increase errors
24. Workplace instructions should be:
- (A) Ignored
 - (B) Followed
 - (C) Deleted
 - (D) Changed randomly

25. Documentation means:
- (A) Selling goods
 - (B) Packaging
 - (C) Keeping records
 - (D) Cleaning store
26. Good work habits include:
- (A) Absence
 - (B) Carelessness
 - (C) Punctuality
 - (D) Late coming
27. Workplace etiquette means:
- (A) Shouting
 - (B) Sleeping
 - (C) Fighting
 - (D) Good behaviour
28. Positive attitude means:
- (A) Being angry
 - (B) Being lazy
 - (C) Being motivated
 - (D) Being careless
29. Respecting colleagues improves:
- (A) Conflict
 - (B) Delay
 - (C) Team spirit
 - (D) Loss
30. Cooperation in team leads to:
- (A) Confusion
 - (B) Better results
 - (C) Failure
 - (D) Closure
31. Digital literacy means:
- (A) Using computers
 - (B) Packing goods
 - (C) Driving vehicle
 - (D) Cleaning floor
32. Online billing is part of:
- (A) Cleaning system
 - (B) Digital system
 - (C) Security system
 - (D) Manual system

33. Personal strength means:
- (A) Fear
 - (B) Weakness
 - (C) Individual ability
 - (D) Loss
34. Value system means:
- (A) No rules
 - (B) Good principles
 - (C) Random work
 - (D) Loss only
35. Money management helps to:
- (A) Waste money
 - (B) Borrow always
 - (C) Save money
 - (D) Lose money
36. Budget means:
- (A) Customer list
 - (B) Store layout
 - (C) Income and expense plan
 - (D) Sales display
37. Entrepreneurship means:
- (A) Doing nothing
 - (B) Starting business
 - (C) Closing business
 - (D) Working as customer
38. Self-employment means:
- (A) Holiday
 - (B) Working for yourself
 - (C) No work
 - (D) Working for government
39. Risk-taking is part of:
- (A) Cleaning
 - (B) Packaging
 - (C) Entrepreneurship
 - (D) Billing
40. Innovation means:
- (A) Copy only
 - (B) No change
 - (C) Old methods
 - (D) New ideas

41. Store layout helps in:
- (A) Blocking space
 - (B) Easy shopping
 - (C) Hiding products
 - (D) Confusion
42. Impulse buying happens when:
- (A) Planned purchase
 - (B) Customer buys suddenly
 - (C) No purchase
 - (D) Return product
43. Eye-level display increases:
- (A) Damage
 - (B) Loss
 - (C) Returns
 - (D) Sales
44. Promotional display is used for:
- (A) Storage
 - (B) Special offers
 - (C) Cleaning
 - (D) Billing
45. Seasonal display shows:
- (A) Broken items
 - (B) Festival items
 - (C) Old stock only
 - (D) No items
46. Store lighting should be:
- (A) Bright
 - (B) Off
 - (C) Dark
 - (D) Blinking
47. Clean store creates:
- (A) Complaint
 - (B) Bad image
 - (C) Good impression
 - (D) Loss
48. Price tags should be:
- (A) Wrong
 - (B) Visible
 - (C) Hidden
 - (D) Removed

49. Product grouping means:
- (A) Empty shelves
 - (B) Mixed products
 - (C) Similar items together
 - (D) Random items
50. Stock display should be:
- (A) Broken
 - (B) Dirty
 - (C) Messy
 - (D) Neat
51. Greeting customers helps to:
- (A) Delay them
 - (B) Ignore them
 - (C) Welcome them
 - (D) Confuse them
52. Store cleanliness is part of:
- (A) Visual appeal
 - (B) Transport
 - (C) Security
 - (D) Accounting
53. Shelf arrangement should be:
- (A) Broken
 - (B) Empty
 - (C) Organized
 - (D) Random
54. Customer satisfaction leads to:
- (A) Complaint
 - (B) Closure
 - (C) Loss
 - (D) Repeat sales
55. Product knowledge helps staff to:
- (A) Guide customers
 - (B) ignore customers
 - (C) Argue
 - (D) Delay service
56. Return policy helps in:
- (A) Confusion
 - (B) Customer trust
 - (C) Customer loss
 - (D) Delay

57. Sales promotion means:
- (A) Hiring staff
 - (B) Increasing sales
 - (C) Closing store
 - (D) Reducing stock
58. Discount is given to:
- (A) Stop sales
 - (B) Close store
 - (C) Reduce customers
 - (D) Attract customers
59. Billing error leads to:
- (A) Happiness
 - (B) Growth
 - (C) Customer dissatisfaction
 - (D) Profit
60. Barcode helps in:
- (A) Fast billing
 - (B) Packaging
 - (C) Cleaning
 - (D) Display
61. Inventory means:
- (A) Customer list
 - (B) Sales report
 - (C) Staff list
 - (D) Stock of goods
62. Stock shortage causes:
- (A) Extra staff
 - (B) Extra profit
 - (C) Lost sales
 - (D) Extra space
63. Overstocking leads to:
- (A) No issue
 - (B) Extra sales always
 - (C) Storage problem
 - (D) No cost
64. Stock checking is called:
- (A) Promotion
 - (B) Billing
 - (C) Display
 - (D) Stock audit

65. Expiry date is important for:
- (A) Layout
 - (B) Quality check
 - (C) Decoration
 - (D) Lighting
66. Damaged goods should be:
- (A) Sold
 - (B) Hidden
 - (C) Displayed
 - (D) Removed
67. Customer feedback helps to:
- (A) Improve service
 - (B) Reduce service
 - (C) Close store
 - (D) Stop sales
68. Loyalty card is used for:
- (A) Suppliers
 - (B) Security
 - (C) Regular customers
 - (D) Staff only
69. Store manager is responsible for:
- (A) Billing only
 - (B) Cleaning only
 - (C) Security only
 - (D) Overall operations
70. Sales report shows:
- (A) Customer age
 - (B) Store design
 - (C) Staff attendance
 - (D) Daily sales
71. Good communication reduces:
- (A) Customers
 - (B) Profit
 - (C) Errors
 - (D) Sales
72. Training helps employees to:
- (A) Improve skills
 - (B) Leave job
 - (C) Sleep
 - (D) Reduce skills
73. Motivation increases:
- (A) Complaints
 - (B) Absence
 - (C) Laziness
 - (D) Performance

74. Time management means:
- (A) Sleeping
 - (B) Ignoring time
 - (C) Using time properly
 - (D) Wasting time
75. Store security prevents:
- (A) Customers
 - (B) Profit
 - (C) Sales
 - (D) Theft
76. CCTV is used for:
- (A) Cleaning
 - (B) Monitoring
 - (C) Billing
 - (D) Display
77. Emergency exit is for:
- (A) Decoration
 - (B) Billing
 - (C) Safety
 - (D) Storage
78. Fire extinguisher is used for:
- (A) Lighting
 - (B) Fire safety
 - (C) Cooling
 - (D) Cleaning
79. Safety signs are used to:
- (A) Sell
 - (B) Advertise
 - (C) Decorate
 - (D) Give warning
80. Accident prevention is part of:
- (A) Billing
 - (B) Marketing
 - (C) Safety Management
 - (D) Sales Management
81. Customer query means:
- (A) Return
 - (B) Question from customer
 - (C) Complaint only
 - (D) Payment
82. Quick response leads to:
- (A) Loss
 - (B) Delay
 - (C) Customer satisfaction
 - (D) Anger

83. Store atmosphere includes:
- (A) Music and lighting
 - (B) Salary
 - (C) Accounts
 - (D) Transport
84. Trial room is used for:
- (A) Billing
 - (B) Storage
 - (C) Security
 - (D) Checking fit
85. Queue management helps to:
- (A) Stop customers
 - (B) Increase waiting
 - (C) Reduce waiting time
 - (D) Close store
86. Self-service store means:
- (A) Customers pick products
 - (B) No customers
 - (C) Staff only picks
 - (D) No products
87. Retail display theme should be:
- (A) Dark
 - (B) Attractive
 - (C) Empty
 - (D) Confusing
88. Store branding helps in:
- (A) Loss
 - (B) Closure
 - (C) Confusion
 - (D) Recognition
89. Uniform for staff shows:
- (A) Professionalism
 - (B) Carelessness
 - (C) Loss
 - (D) Confusion
90. Name badge helps customers to:
- (A) Ignore staff
 - (B) Identify staff
 - (C) Complain only
 - (D) Return product
91. Store opening checking ensures:
- (A) Delay
 - (B) Loss
 - (C) Closure
 - (D) Readiness

92. Closing checklist helps in:
- (A) Display only
 - (B) Promotion
 - (C) Proper shutdown
 - (D) Sales increase
93. Cash handling should be:
- (A) Random
 - (B) Careless
 - (C) Accurate
 - (D) Delayed
94. Cash shortage indicates:
- (A) Bonus
 - (B) Discount
 - (C) Profit
 - (D) Error
95. Customer privacy should be:
- (A) Ignored
 - (B) Shared
 - (C) Protected
 - (D) Sold
96. Ethical behaviour means:
- (A) Wrong billing
 - (B) Honest work
 - (C) Cheating
 - (D) Hiding money
97. Store reputation depends on:
- (A) Size only
 - (B) Noise
 - (C) Darkness
 - (D) Service quality
98. Feedback form is used for:
- (A) Billing
 - (B) Security
 - (C) Customer opinion
 - (D) Cleaning
99. Suggestion box helps to:
- (A) Close store
 - (B) Increase cost
 - (C) Reduce sales
 - (D) Improve store
100. Good retail operation aims at:
- (A) Store closure
 - (B) Customer satisfaction
 - (C) Customer loss
 - (D) No sales

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।