

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

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

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

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

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

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

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

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

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

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

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

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

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

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।