

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 )**

<b>Paper Code</b>						
<b>F</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>2</b>

Question Booklet  
Series

**C**

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

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

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

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

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

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

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

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

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

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

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

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

**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।