

Roll. No. ....

Question Booklet Number

O.M.R. Serial No.

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**BBA (Retail Operations) (SEM.-IV) EXAMINATION, 2025-26**  
**Old Syllabus (Effective from 2024) (Back Paper) (AEDP)**  
**CORE COURSE-III**  
**( FMCG/FMCD Sales and Distribution )**

<b>Paper Code</b>						
<b>A</b>	<b>9</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>1</b>
<b>T</b>						

[ Code : DSC-402 ]

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 छानना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

*(शेष निर्देश अन्तिम पृष्ठ पर)*

1. Example of organized retail is :
  - (A) Local kirana store
  - (B) Street vendor
  - (C) Supermarket
  - (D) Weekly market
2. FMCG products are sold mostly through:
  - (A) Limited outlets
  - (B) Wide distribution network
  - (C) Only direct selling
  - (D) Only online
3. 29. Point of Sale (POS) refers to :
  - (A) Production unit
  - (B) Place where sale happens
  - (C) Warehouse
  - (D) Transport hub
4. Which factor influences retail success?
  - (A) Location
  - (B) Pricing
  - (C) Customer service
  - (D) All of the above
5. Post-sale service is more important in :
  - (A) FMCG
  - (B) FMCD
  - (C) Both equally
  - (D) None of the above
6. Example of post-sale service :
  - (A) Advertising
  - (B) Warranty
  - (C) Packaging
  - (D) Branding
7. FMCG usually requires :
  - (A) High service support
  - (B) No after-sales service
  - (C) Warranty services
  - (D) Repair services
8. FMCD post-sale service includes :
  - (A) Installation
  - (B) Repair
  - (C) Maintenance
  - (D) All of the above

9. Inventory support to retailers helps in:
- (A) Stockouts
  - (B) Better availability
  - (C) Loss
  - (D) Confusion
10. Long-term relationship management focuses on :
- (A) Short-term profit
  - (B) Mutual growth
  - (C) Conflict
  - (D) Competition
11. Sales system refers to :
- (A) Only selling products
  - (B) Only advertising
  - (C) Organized process of selling goods
  - (D) Storage system
12. Data analysis in sales helps in :
- (A) Guesswork
  - (B) Better decision-making
  - (C) Delays
  - (D) Confusion
13. Sales planning is important for :
- (A) Random work
  - (B) Achieving targets
  - (C) Avoiding goals
  - (D) Reducing sales
14. Forecasting helps in :
- (A) Predicting future demand
  - (B) Reducing stock
  - (C) Increasing confusion
  - (D) Avoiding planning
15. Sales data includes :
- (A) Customer details
  - (B) Sales volume
  - (C) Market trends
  - (D) All of the above
16. A distributor sales person is responsible for:
- (A) Manufacturing
  - (B) Selling and relationship management
  - (C) Production
  - (D) Packaging

17. Effective territory management leads to:
- (A) Poor coverage
  - (B) Better sales
  - (C) Loss
  - (D) Confusion
18. Sales target is :
- (A) Fixed salary
  - (B) Expected sales goal
  - (C) Expense
  - (D) Cost
19. Target achievement depends on :
- (A) Planning
  - (B) Effort
  - (C) Strategy
  - (D) All of the above
20. Outlet categories are based on :
- (A) Size and sales volume
  - (B) Only location
  - (C) Colour
  - (D) Owner name
21. A high-volume outlet is :
- (A) Low sales shop
  - (B) Large sales shop
  - (C) Closed shop
  - (D) New shop
22. Numeric distribution means :
- (A) Number of outlets covered
  - (B) Price of product
  - (C) Sales value
  - (D) Profit
23. Productivity metrics measure :
- (A) Performance efficiency
  - (B) Loss
  - (C) Only cost
  - (D) Advertising
24. Sales per outlet is an example of :
- (A) Cost
  - (B) Productivity metric
  - (C) Expense
  - (D) Loss

25. FMCG stands for:
- (A) Fast Moving Consumer Goods
  - (B) Fast Market Consumer Goods
  - (C) First Moving Consumer Goods
  - (D) Frequent Market Consumer Goods
26. FMCD refers to:
- (A) Fast Moving Consumer Devices
  - (B) Fast Moving Consumer Durables
  - (C) Fast Market Consumer Durables
  - (D) Fixed Market Consumer Devices
27. Which of the following is an FMCG product?
- (A) Refrigerator
  - (B) Soap
  - (C) Washing Machine
  - (D) Television
28. Which of the following is an FMCD product?
- (A) Shampoo
  - (B) Toothpaste
  - (C) Air Conditioner
  - (D) Biscuits
29. FMCG products generally have:
- (A) High price and low demand
  - (B) Low price and high turnover
  - (C) High durability
  - (D) Long life cycle
30. FMCD products are characterized by:
- (A) Short lifespan
  - (B) Low involvement purchase
  - (C) High cost and long life
  - (D) Daily usage
31. Example of personal care FMCG product is :
- (A) Microwave
  - (B) Soap
  - (C) Fan
  - (D) AC
32. Which is NOT an FMCG category?
- (A) Food products
  - (B) Beverages
  - (C) Electronics
  - (D) Toiletries
33. Supply chain refers to:
- (A) Only manufacturing
  - (B) Flow of goods from producer to consumer
  - (C) Only transportation
  - (D) Only storage
34. FMCG supply chain focuses on:
- (A) Slow delivery
  - (B) High inventory
  - (C) Quick distribution
  - (D) Limited reach

35. Communication is important for :
- (A) Confusion
  - (B) Misunderstanding
  - (C) Clear understanding
  - (D) Avoiding work
36. Active listening means :
- (A) Ignoring others
  - (B) Hearing without understanding
  - (C) Listening with attention and response
  - (D) Talking more
37. Emotional intelligence helps in:
- (A) Managing emotions
  - (B) Ignoring feelings
  - (C) Increasing conflicts
  - (C) Avoiding work
38. Time management improves :
- (A) Delays
  - (B) Productivity
  - (C) Stress
  - (D) Confusion
39. Self-motivation leads to :
- (A) Laziness
  - (B) Poor performance
  - (C) Better performance
  - (D) Conflicts
40. Building trust requires :
- (A) Honesty
  - (B) Transparency
  - (C) Consistency
  - (D) All of the above
41. Negotiation skills help in :
- (A) Conflict creation
  - (B) Reaching agreements
  - (C) Avoiding discussions
  - (D) Ignoring issues
42. Leadership in FMCG sales involves :
- (A) Guiding team
  - (B) Influencing decisions
  - (C) Achieving targets
  - (D) All of the above

43. FMCD supply chain requires:
- (A) No warehousing
  - (B) Careful handling and logistics
  - (C) No distribution channels
  - (D) Immediate consumption
44. Which is a key component of supply chain?
- (A) Production
  - (B) Storage
  - (C) Distribution
  - (D) All of the above
45. In FMCG, demand forecasting is important because :
- (A) Products are durable
  - (B) Products are perishable
  - (C) Products are expensive
  - (D) No need for planning
46. Bullwhip effect means :
- (A) Increase in demand variability
  - (B) Decrease in supply
  - (C) No change in inventory
  - (D) Only increase in production
47. Transportation helps in :
- (A) Only production
  - (B) Moving goods from factory to market
  - (C) Only storage
  - (D) Pricing
48. Common mode of FMCG transport:
- (A) Only air
  - (B) Road transport
  - (C) Only Sea
  - (D) Pipeline
49. FMCD products require transportation that is :
- (A) Careless
  - (B) Fast but unsafe
  - (C) Safe and secure
  - (D) Only cheap
50. Logistics includes :
- (A) Transportation
  - (B) Storage
  - (C) Handling
  - (D) All of the above

51. Strong distributor-retailer relationship leads to:
- (A) Conflict
  - (B) Better sales
  - (C) Poor supply
  - (D) Delay
52. Regular communication helps in :
- (A) Misunderstanding
  - (B) Trust building
  - (C) Conflicts
  - (D) Loss
53. Credit facility to retailers improves :
- (A) Sales
  - (B) Conflict
  - (C) Delay
  - (D) Loss
54. Transparent policies help in :
- (A) Confusion
  - (B) Trust and clarity
  - (C) Conflict
  - (D) Delay
55. Incentives for distributors include :
- (A) Discounts
  - (B) Bonuses
  - (C) Schemes
  - (D) All of the above
56. Efficient order management ensures :
- (A) Delay
  - (B) Timely delivery
  - (C) Confusion
  - (D) Loss
57. Training retailers helps in :
- (A) Poor service
  - (B) Better product knowledge
  - (C) Conflicts
  - (D) Delay
58. Complaint handling should be :
- (A) Ignored
  - (B) Delayed
  - (C) Quick and effective
  - (D) Avoided

59. Distributor acts as a link between :
- (A) Retailer and customer
  - (B) Manufacturer and retailer
  - (C) Customer and producer
  - (D) None of the above
60. Retailer's primary responsibility is to :
- (A) Manufacture goods
  - (B) Store raw materials
  - (B) Sell to final consumers
  - (C) Transport goods
61. Wholesalers usually :
- (A) Sell directly to customers
  - (B) Buy in bulk from manufacturers
  - (C) Manufacture products
  - (D) Advertise goods
62. Logistics providers are responsible for :
- (A) Marketing
  - (B) Transportation and delivery
  - (C) Production
  - (D) Pricing
63. Sales representatives mainly :
- (A) Produce goods
  - (B) Transport goods
  - (C) Manage relationships and sales
  - (D) Store goods
64. Responsibility of retailer includes :
- (A) Stock management
  - (B) Customer service
  - (C) Display of products
  - (D) All of the above
65. Channel partners must ensure :
- (A) Product availability
  - (B) Timely delivery
  - (C) Market coverage
  - (D) All of the above
66. Which stakeholder ensures last-mile delivery?
- (A) Manufacturer
  - (B) Distributor
  - (C) Retailer
  - (D) Consumer
67. Personal effectiveness means:
- (A) Working alone
  - (B) Achieving goals efficiently
  - (C) Avoiding teamwork
  - (D) Ignoring feedback
68. Influencing skills help in :
- (A) Forcing decisions
  - (B) Persuading others positively
  - (C) Ignoring others
  - (D) Controlling people

69. Merchandising refers to :
- (A) Only selling
  - (B) Product display and promotion
  - (C) Manufacturing
  - (C) Storage
70. Good merchandising leads to :
- (A) Low visibility
  - (B) Higher sales
  - (C) Confusion
  - (D) Loss
71. Branding helps in :
- (A) Product identification
  - (B) Customer loyalty
  - (C) Differentiation
  - (D) All of the above
72. Stock management ensures :
- (A) Overstocking only
  - (B) Right quantity of stock
  - (C) No stock
  - (D) Waste
73. Order booking means :
- (A) Taking orders from retailers
  - (B) Cancelling orders
  - (C) Producing goods
  - (D) Advertising
74. Proper stock reduces :
- (A) Stockouts
  - (B) Sales
  - (C) Demand
  - (D) Supply
75. Objection handling means:
- (A) Ignoring customer
  - (B) Addressing customer concerns
  - (C) Avoiding discussion
  - (D) Ending sales
76. Effective sales call includes:
- (A) Greeting
  - (B) Product presentation
  - (C) Closing
  - (D) All of the above

77. Customer satisfaction depends on :
- (A) Product quality
  - (B) Service quality
  - (C) Price
  - (D) All of the above
78. FMCG products are generally :
- (A) Durable
  - (B) Non-durable
  - (C) Expensive
  - (D) Luxury
79. FMCD products are also called :
- (A) Non-durable goods
  - (B) Consumer durables
  - (C) Industrial goods
  - (D) Raw materials
80. Efficient supply chain leads to :
- (A) Delay
  - (B) Higher cost
  - (C) Customer satisfaction
  - (D) Low production
81. Inventory management helps in :
- (A) Reducing stockouts
  - (B) Increasing wastage
  - (C) Delays
  - (D) Loss
82. Main goal of distribution system :
- (A) Increase cost
  - (B) Deliver product efficiently
  - (C) Reduce production
  - (D) Limit availability
83. Stakeholders in FMCG distribution include:
- (A) Manufacturer
  - (B) Distributor
  - (C) Retailer
  - (D) All of the above
84. The main role of a manufacturer is to :
- (A) Only sell directly to consumers
  - (B) Produce goods
  - (C) Only store goods
  - (D) Only advertise

85. Key role includes :
- (A) Order collection
  - (B) Market coverage
  - (C) Retailer interaction
  - (D) All of the above
86. Salesperson must ensure :
- (A) Product availability
  - (B) Stockouts
  - (C) Delays
  - (D) Loss
87. Reporting to company is :
- (A) Optional
  - (B) Mandatory
  - (C) Not required
  - (D) Rare
88. A good sales person should have :
- (A) Communication skills
  - (B) Product knowledge
  - (C) Negotiation skills
  - (D) All of the above
89. Sales territory means :
- (A) Production area
  - (B) Assigned market area
  - (C) Storage area
  - (D) Factory location
90. Beat plan refers to :
- (A) Music plan
  - (B) Advertising plan
  - (C) Schedule of visiting outlets
  - (D) Pricing strategy
91. Route planning helps in :
- (A) Wasting time
  - (B) Efficient travel and coverage
  - (C) Confusion
  - (D) Delay
92. Daily planning ensures :
- (A) Organized activities
  - (B) Random work
  - (C) No targets
  - (D) Delay

93. Which factor affects transportation cost?
- (A) Distance
  - (B) Weight
  - (C) Mode of transport
  - (D) All of the above
94. Warehousing is used for :
- (A) Production
  - (B) Storage of goods
  - (C) Marketing
  - (D) Advertising
95. FMCG goods need storage because :
- (A) They are durable
  - (B) They have fluctuating demand
  - (C) They are expensive
  - (D) No reason
96. FMCD storage requires :
- (A) No protection
  - (B) Open storage
  - (C) Special care and space
  - (D) No warehouse
97. Distribution channel means :
- (A) Production process
  - (B) Pricing strategy
  - (B) Advertising method
  - (D) Path through which goods reach consumers
98. Wholesaler's role is :
- (A) Manufacture goods
  - (B) Buy in bulk and sell to retailers
  - (C) Sell directly to consumers
  - (D) Only transport
99. Retailer sells goods to :
- (A) Manufacturer
  - (B) Wholesaler
  - (C) Final consumer
  - (D) Distributor
100. Retailing involves:
- (A) Bulk selling
  - (B) Selling to end users
  - (C) Manufacturing
  - (D) Only Storage

## **Rough Work**

**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't. 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।