

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)

Paper Code						
A	9	0	1	0	5	1
T						

[Code : DSC-402]

Question Booklet
Series

D

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

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

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

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

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

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

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

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

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

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

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

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

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।