

**Exam Code:1301**

**Sub. Code: 9505**

**B.Voc.(Retail Management)**

**First Semester**

**RSC-105: Sales Processing & Sales Management in Retail**

**Time allowed: 3 Hours**

**Max. Marks:80**

***NOTE: Attempt five questions in all, including Question Number 1 which is compulsory and selecting one question from each Unit***

***x-x-x***

**I. Attempt any four of the following: -**

- a) Write a short note on Customer Loyalty Program.
- b) Explain in brief legal requirements for pricing goods for sale.
- c) Write a short note on appropriate mode of cash handling and loose cash handling, counting and settlement with customers.
- d) Discuss briefly the Price Marking Methods.
- e) Explain briefly a company's responsibilities towards its customers.
- f) How does the layout of selling area affects sales? (4X4)

**UNIT-I**

**II. Define Sales Process. How can a good sale be made in a retail store/business? (16)**

**III. Explain the following terms: -**

- a) Packing Order
- b) Packing slip
- c) Invoice (16)

**UNIT-II**

**IV. What is a bar code scanner? How does it work? Explain in detail its functions. (16)**

**V. Discuss the steps to be taken when the billing system equipments don't work? (16)**

**P.T.O**

(2)

**UNIT-III**

- VI. Discuss the importance of attractive display in a retail store. How can you make displays in retail store more attractive? (16)
- VII. Explain in detail the various requirements in display of goods to make them safe and secure. (16)

**UNIT-IV**

- VIII. What are dead stocks? Explain the concept of stock rotation in detail. (16)
- IX. What is meant by price marking and why is it important to record price changes accurately? Discuss how you can collect and record information about prices (16)

x-x-x