

1129

B. Voc. (Retail Management)

1<sup>st</sup> Semester

RSC-105: Sales Processing &amp; Sales Management in Retails

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

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I. Attempt any four of the following: -

- (a) Write a short note on – Customer Loyalty Program.
- (b) Explain briefly how to carry out billing and payment process to minimize waiting time.
- (c) How does the layout of selling area affects sale?
- (d) Who authorizes changes in display and how?
- (e) Explain briefly the company's responsibilities towards its customers.
- (f) Discuss briefly the price marking methods. (4×4)

### 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)

### UNIT-III

VI. Explain in detail the legal requirements for pricing of goods for sale. (16)

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(2)

- 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. Explain the methods of collecting and recording information about prices.  
How can we change a correct prices? (16)

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