

1128

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

RSC-105: Sales Processing and 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 two questions from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) Briefly elaborate on appropriate mode of cash and loose cash handling, counting and settlements with customers.
- b) Differentiate between Purchase Order and Invoice.
- c) How will you "work out the type and quantity of resources needed to set up displays?
- d) If billing systems, bar code scanners or other equipment at sale and checkout counter is not operational, what will you do?
- e) Explain in brief legal requirements for pricing goods for sales.
- f) Should you involve staff in assessing & changing displays? Discuss briefly. (4x5)

UNIT - I

- II. Define the term Sales Processing. How you can efficiently conclude a customer purchase in a retail store? Discuss. (15)
- III. What do you understand by prevalent offers & commercial terms as applicable on billing systems in retail organizations? Explain. (15)

UNIT - II

- IV. What are the different means of product unit identification? Discuss in detail the functioning of bar code scanners and insertion of the product unit details into billing system. (15)
- V. What is billing and payment processing? What steps will you take to design payment processing systems to ensure customer satisfaction and minimal waiting times? (15)

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? (15)
- VII. Write notes on:-
- a) How layout of selling area affects sales
 - b) Positioning relevant information to promote sales (15)

UNIT - IV

- VIII. What is meant by price marking and why is it important to record price changes accurately? Discuss how can you collect and record information about prices. (15)
- IX. Define stock rotation. How can you check stock rotation and quantity of goods on display? (15)

x-x-x