

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.

x-x-x

I. Attempt any four of the following:-

- a) Define bar code scanners.
- b) What are loyalty programs for consumers?
- c) How to identify safe standards on a product?
- d) Define stock rotation.
- e) What is the importance of recording price changes?
- f) Define point of sale billing system. (4x4)

**UNIT - I**

- II. What is order processing? Discuss the points to efficiently complete the customer purchase order with quick packing and billing. (16)
- III. Describe the various offers associated with customer loyalty programs on the billing system. (16)

**UNIT - II**

- IV. What steps are to be taken when billing system, bar code scanners or other equipments at checkout counter are not operational? (16)
- V. Describe the traditional methods of issuing a bill. (16)

**UNIT - III**

- VI. Describe the security, health and safety requirements relating to goods being displayed for consumers. (16)
- VII. What are the legal requirements for pricing of goods for sales? (16)

**UNIT - IV**

- VIII. What are the company's duties and responsibilities regarding display of product? (16)
- IX. Describe the price marking methods and technologies used. (16)

x-x-x