HP Board Class 12 2026 Retail (NSQF) Question Paper

Time Allowed :3 Hours	**Maximum Marks :**70	**Total questions :**31

> ## General Instructions
>
> **Read the following instructions very carefully and strictly follow them:**
>
> 1. The paper is divided into Section A and Section B.
>
> 2. Section A includes objective-type questions.
>
> 3. All questions in Section A are compulsory.
>
> 4. Section B includes short answer, and long answer type questions.
>
> 5. Answers must be written legibly within the word limit.
>
> 6. Use of unfair means or electronic devices is prohibited.
>
> 7. Follow the correct format and instructions for each section.

Section - A

1. The principal book Ledger contains

(A) All accounts

(B) Personal accounts only

(C) Only real accounts

(D) Nominal accounts are the only ones

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2. Which one of the following is the call center technology?

(A) Virtual call center technology

(B) Direct mail follow up

(C) Point-of-sale promotion

(D) Skilled telemarketers

3. Active listening involves?

(A) Eye contact

(B) Giving feedback

(C) Gesture

(D) All of the above

4. The meaning of self awareness is?

(A) Understanding one's own needs, habits/behavior and feelings etc.

(B) Knowing others

(C) Both (a) (b)

(D) None

5. The purpose of customer service is?

(A) To make money

(B) To satisfy customers

(C) To avoid complaints

(D) None

6. What is most important responsibility of a team leader?

(A) To tell team members about the importance of teamwork

(B) To take decision for the benefit of team

(C) To motivate the team

(D) None

7. When customer has a complaint then a retail employee should do?

(A) Apologize

(B) Argue with them

(C) Speak loudly

(D) None

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8. The best way to resolve customer complaint?

(A) To resolve complaint according to company's rules and policies

(B) Don't listen to complaints

(C) To blame customer for their own mistake

(D) Don't take interest

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9. Ravi has feelings of emptiness & abandonment. What type of personality disorder is this?

(A) Borderline

(B) Dependent

(C) Avoidant

(D) Obsessive

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10. Which of the following is better known as a cash register?

(A) Housekeeping

(B) Electronics

(C) Warehouse

(D) Point of Sale

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11. One of the best ways to deal with self-doubt is _____.

(A) To run away from work

(B) To feel demotivated

(C) To work on a holiday

(D) To work towards one's goals

12. The management of sales programmes does not include _____.

(A) Establishment and developing short-term and long-term sales policies

(B) Sales objectives

(C) Develops detailed sales programmes

(D) Maximize re-distribution costs

Section - B

13. Raman is working in a retail outlet as a visual merchandiser for a high-end fashion brand. The store manager has noticed a decline in sales for a particular collection. What steps would Raman take to analyse the situation and come up with a solution to increase sales by effective use of end display? Also give some basic tips regarding the same.

14. What are the steps involved in the process of point of sale?

15. Highlight some of the most significant ways retailers can become a more meaningful part of their customers' lives.

16. What is the importance of communication in retail?

17. What role does customer service play in customer retention?

18. Name two broad categories of POS systems.

19. What is the role of customer feedback in resolving customer service problems?

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20. How can technology be used to improve customer service in retail?

_____

21. Define active listening.

_____

22. Mention two steps to overcome personality disorders.

_____

23. Define Row and Column.

_____

24. Mention any two benefits of green jobs.

_____

25. Who are called IT entrepreneurs?

_____

26. What is the importance of point of sale marketing?

_____

27. Write the objectives of accounting.

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28. Suraj is working in a snacks cafe, where he is managing inventory. He labels the food with the dates you store them, and puts the older foods in front or on top so that you use them first. What method of inventory is he applying? Explain.

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29. What is 'New old stock'?

30. Write the use of Swipe Card Reader Interface.

31. Explain the rules of double entry. Also mention the steps involved in the application of rules.