

Higher Secondary (Vocational) Examination, 2024
Class XI (Semester 2)
RETAIL STORE & E-COMMERCE ASSOCIATE (RSE1)

Time Allowed:

Full Marks: 20

Answers can be written in English or Bengali or Hindi or Nepali only.

A. SHORT ANSWER TYPE QUESTIONS

2x2 = 4

1. What is meant by the term Merchandise?
2. Define E-Banking.

B. SHORT ANSWER TYPE QUESTIONS

3x2=6

3. State the different kinds of customers.
4. Identify the issues faced during the successful implementation of e-commerce.

C. LONG ANSWER TYPE QUESTIONS

5x2=10

5. Briefly explain the concept of Merchandise Planning.
6. Discuss the factors influencing customer behaviour in terms of income level.