

S.no	NOS	Question	Answer	Marks
1	RAS/N0308: List products and map SKUs accurately to cater to category and customer needs	<p>Your company wants to improve how electronic accessories are presented on the website.</p> <p>Task: Suggest three methods to enhance product communication on the platform.</p>	<ol style="list-style-type: none"> 1. Use 360-degree product images and interactive videos. 2. Write feature-rich, SEO-optimized descriptions with bullet points. 3. Highlight key benefits using comparison charts and infographics. 4. Include customer testimonials and use-case examples. 5. Add AR-based tools for virtual product trials (if applicable). 	15
2	RAS/N0309: Adhere to quality standards for creating and maintaining catalogues and digital pages	<p>The e-commerce team wants to improve the presentation of high-end fashion products to increase sales.</p> <p>Task: Explain key photographic elements that enhance visual appeal.</p>	<ol style="list-style-type: none"> 1. Use high-resolution images with appropriate lighting to highlight details. 2. Apply a clean, clutter-free background to focus on the product. 3. Utilize multiple angles, including close-ups, to showcase product features. 4. Incorporate lifestyle images to provide real-world context. 5. Ensure consistency in framing and composition across all images. 	15
3	RAS/N0310: Adhere to company policies and statutory regulations related to sales and service	<p>The sellers/vendors have provided product images, descriptions, and specifications for listing. You need to share this data with the relevant internal teams.</p> <p>Task: Organize and distribute product details efficiently.</p>	<ol style="list-style-type: none"> 1. Ensure all images and descriptions are formatted as per platform requirements. 2. Check if data includes pricing, SKU codes, and product dimensions. 3. Categorize product details based on department (e.g., marketing, quality, design). 4. Use a shared drive or internal software for easy access. 5. Notify teams via email or internal communication channels about data availability. 	15
4	RAS/N0311: Update self on	<p>Your company is launching a premium smart TV. Your team needs to understand why customers choose one model over another.</p> <p>Task: Identify how product features, advantages, and benefits influence buying decisions.</p>	<ol style="list-style-type: none"> 1. Price Sensitivity: Customers compare features to ensure value for money. 2. Brand Preference: Well-known brands with reliable features attract more buyers. 3. Technology Awareness: Customers seek advanced features like OLED displays or AI-enhanced sound. 4. Usage Needs: Buyers choose based on personal needs (e.g., gaming vs. family entertainment). 5. Reviews & Comparisons: Customers read online feedback before making a purchase. 	15

5	RAS/N0312: Liaise with inter	<p>Your team is preparing a listing for newly launched gaming accessories. The category manager has defined a structure for displaying these products.</p> <p>Task: Identify the correct products and ensure they are displayed as per the specified structure.</p>	<ol style="list-style-type: none"> 1. Retrieve the list of gaming accessories approved by the category manager. 2. Categorize products based on specifications (e.g., keyboards, gaming mice, headsets). 3. Ensure each product listing includes high-resolution images and accurate descriptions. 4. Maintain uniformity in formatting across all listings. 5. Share a draft listing with the category manager for final approval. 	15
6	RAS/N0313: Smart Digital As	<p>Your team manages a large multimedia database containing thousands of product images, videos, and descriptions.</p> <p>Task: Organize digital assets efficiently based on content, context, and metadata.</p>	<ol style="list-style-type: none"> 1. Structure files using predefined metadata categories (e.g., file type, product ID, brand, date). 2. Apply AI-based classification to organize assets by visual and textual content. 3. Implement hierarchical folders and smart tags for easy retrieval. 4. Ensure metadata consistency across all assets for improved searchability. 5. Use cloud-based storage solutions to maintain accessibility and backup files. 	15
7	DGT/VSQ/N0102: Employabi	<p>Your company wants to adopt sustainable practices in catalog management to reduce environmental impact.</p> <p>Task: Suggest and implement eco-friendly cataloguing strategies for digital assets.</p>	<ol style="list-style-type: none"> 1. Reduce duplicate product listings to save digital storage. 2. Promote paperless cataloguing by shifting to digital records. 3. Use cloud-based solutions for efficient and energy-saving storage. 4. Optimize image and video sizes to reduce digital footprint. 5. Encourage recyclable product packaging in product descriptions. 	