

PT-2/HALF YEARLY EXAMINATION, 2022-23

RETAIL

Time – 3 Hours

Class - XII

M.M. - 60

Date – 16.09.2022 (Friday)

Name of the student _____ Section _____

General Instructions:

- Attempt all questions.
- This question paper is divided into two sections. Section-A and B.
- Section A contains 18 questions of MCQ type and carries 1 mark each.
- Section B contains 13 questions of subjective types with internal choices.

SECTION-A

- 1) “It refers to the retrieval or recall of some information from the past”. This statement comes under which stage of active listening?
a) Remembering b) Receiving c) Understanding d) Evaluating
- 2) Which of these sentences is/are in passive voice?
(a) They are watching a movie. (b) The clock was repaired by Raju.
(c) He is sleeping in the room. (d) My pet dog bit the postman.
- 3) It includes activities for which there is no apparent reward but one derives enjoyment and satisfaction in doing them. It occurs when people are internally motivated to do something because it brings them pleasure. This statement is-
a) Intrinsic motivation b) Extrinsic motivation
c) Both d) None
- 4)is a trait, wherein, individuals show tendency towards anxiety, self-doubt, depression, shyness and other similar negative feelings.
a) Openness b) Consiouness c) Extraversion d) Neuroticism
- 5) **Paranoid personality disorder:** Paranoid personality disorder is characterised by distrust for others, including friends, family members and partners. People with such a disorder mostly hold grudges against others.
a) Cluster A b) Cluster B c) Cluster C d) All
- 6) _____ helps us to understand what we want, how to achieve it & how do we measure our success.-
a) goal setting b) communicating c) Both (a) & (b) d) organising
- 7) How to become result oriented?
a) By Setting clear goals: Setting clear and accurate goals is the first step one needs to take to meet the targets.
b) By Preparing an action plan
c) Both a and b
d) None

- 8) A-----is a spreadsheet that has one or more worksheets-
- a) Workbook b) Worksheet c) Spreadsheet d) Namebook
- 9) Grabbing the consumer’s attention while they were walking by making them want to stop in, & spend money, is the main idea behind this display-
- Identify the type of display mentioned in the above lines-
- a) The window & storefront display b) The celebrity display
- c) The anywhere , everywhere display d) Geometric display
- 10) Which are the Elements of Effective Visual Merchandising
- a) Balance b) Size of Objects c) Color d) All
- 11) ‘Hardware stores and home centres do not waste floor space nearly as often as they waste shelf space on sidewall fixtures and gondolas’. This statement is related to_____.
- a) Effective Use of End Display b) Effective Use of Shelf Space
- c) Effective Merchandising d) All
- 12) Supermarkets use carefully chosen containers and props to present their merchandise. When you browse the produce department you’ll see baskets and crates used for display. They are there purely to set the mood for the department. These are the tools the stores use to create the image of farm fresh produce. This statement comes under-
- a) Containers & Props: b) Colour c) Angled merchandise d) None
- 13) “The e-marketer’s first goal is to communicate a core promise for a truly distinctive value proposition appealing to the target customers.”
- Which ‘C’ of E-marketing is highlighted here?
- a) Content b) Contract C) Community d) Construction
- 14) There are several pieces of equipment at the Point-of-Sale. They include:
- a) Cash register. b) EFTPOS machine. c) Scales. d) All
- 15) Identify particular initiatives that can help the company achieve its vision. Understand the ROI for these investments and how they will impact the business in the long and short term. Take a self-funding approach to your investment portfolio. This statement comes under –
- a) Evaluate and Prioritize your Investments: b) Develop a Transformation Plan
- c) Determine the Customer Experience Vision: d) All
- 16) Which of the following is not Principles of Retail Shoppability.
- a) Maximize Product Affordance.
- b) Showcase New Items And New Ideas
- c) Make The Shopping Experience Convenient.
- d) Clumsify product organization and presentation
- 17) Retailers need to achieve a foundational level of customer information integration that includes eliminating customer data silos and integrating fragmented pieces of data gathered across all customer touch points and channels. This level of integration allows retailers to deliver more seamless shopping experiences and also deliver more relevant offerings to customers. This comes under which type of strategic imperatives-

PT-2/HALF YEARLY EXAMINATION, 2022-23

RETAIL

Time - 7:15 AM to 10:20 AM

Class - XII

M.M. : 60

Date – 07.09.2022 (Wednesday)

Name of the student _____ Section _____

General Instructions:

- Attempt all questions.
- This question paper is divided into two sections. Section-A and B.
- Section A contains 24 questions of MCQ type and carries 1 mark each.
- Section B contains 11 questions of subjective types carrying 2 marks, 3 marks and 5 marks.
- There are some internal choices provided in subjective questions.

SECTION-A

- Q.1 “It refers to the retrieval or recall of some information from the past”. This statement comes under which stage of active listening?
a) Remembering b) Receiving c) Understanding d) Evaluating
- Q.2 The experienced sailor was able to hold up the **sail** despite heavy storm. The word Sail in the above statement is-
a) Pronoun b) Noun c) Adjective d) Adverb
- Q.3 Which of the following is not a preposition?
a) On b) And c) under d) In
- Q.4 Reading mythology will make you more aware. This is-
a) Declarative sentence b) Imperative sentence
c) Exclamatory sentence d) None of these
- Q.5 Which of these sentences is/are in passive voice?
(a) They are watching a movie. (b) The clock was repaired by Raju.
(c) He is sleeping in the room. (d) My pet dog bit the postman.
- Q.6 It includes activities for which there is no apparent reward but one derives enjoyment and satisfaction in doing them. It occurs when people are internally motivated to do something because it brings them pleasure. This statement is-
a) Intrinsic motivation b) Extrinsic motivation c) Both a & b d) None of these
- Q.7 Individuals, who listen to their conscience, are self-disciplined, do their work on time, take care of others before themselves and care about others’ feelings. Which type of parameter it is?
a) Openness b) Consciousness c) Extraversion d) None of these
- Q.8 Antisocial personality disorder: People with antisocial personality disorder disregard social rules and obligations. They are irritating and aggressive, and act impulsively. It comes under which cluster -
a) Cluster A b) Cluster B c) Cluster C d) All of these
- Q.9 _____ helps us to understand what we want, how to achieve it & how do we measure our success.-
a) goal setting b) communicating c) Both (a) & (b) d) organising

- Q10 How to become result oriented?
- By Setting clear goals: Setting clear and accurate goals is the first step one needs to take to meet the targets.
 - By Preparing an action plan
 - Both a and b
 - None
- Q.11 A-----is a spreadsheet that has one or more worksheets-
- Workbook
 - Worksheet
 - Spreadsheet
 - Name book
- Q.12 What is the shortcut key to underline text in a spreadsheet?
- Ctrl+b
 - Ctrl+I
 - Ctrl+l
 - Ctrl+u
- Q.13 There aremain types of data-
- One
 - Two
 - Three
 - Four
- Q.14 A is an arrangement of cells in a vertical (standing) manner-
- Row
 - Cell
 - Column
 - Both a and b
- Q.15 Grabbing the consumer's attention while they were walking by making them want to stop in, & spend money, is the main idea behind this display-
Identify the type of display mentioned in the above lines-
- The window & storefront display
 - The celebrity display
 - The anywhere, everywhere display
 - Geometric display
- Q.16 Which are the Elements of Effective Visual Merchandizing
- Balance
 - Size of Objects
 - Color
 - All
- Q.17 'Hardware stores and home centres do not waste floor space nearly as often as they waste shelf space on sidewall fixtures and gondolas'. This statement is related to_____.
- Effective Use of End Display
 - Effective Use of Shelf Space
 - Effective Merchandising
 - All of these
- Q18 Supermarkets use carefully chosen containers and props to present their merchandise. When you browse the produce department you'll see baskets and crates used for display. They are there purely to set the mood for the department. These are the tools the stores use to create the image of farm fresh produce. This statement comes under-
- Containers & Props
 - Colour
 - Angled merchandise
 - None of these
- Q.19 "The e-marketer's first goal is to communicate a core promise for a truly distinctive value proposition appealing to the target customers.' Which 'C' of E-marketing is highlighted here?
- Content
 - Contract
 - Community
 - Construction
- Q.20 There are several pieces of equipment at the Point-of-Sale. They include:
- Cash register
 - EFTPOS machine
 - Scales
 - All of these
- Q.21 Identify particular initiatives that can help the company achieve its vision. Understand the ROI for these investments and how they will impact the business in the long and short term. Take a self-funding approach to your investment portfolio. This statement comes under -
- Evaluate and Prioritize your Investments:
 - Develop a Transformation Plan
 - Determine the Customer Experience Vision:
 - All of these

- Q.22 Customers want a store that not only understands how they want to shop today, but also adapts as their needs change over time. To achieve these ends, retailers should focus on How many key areas?
 a) One b) Two c) Three d) Four
- Q.23 Retailers need to achieve a foundational level of customer information integration that includes eliminating customer data silos and integrating fragmented pieces of data gathered across all customer touch points and channels. This level of integration allows retailers to deliver more seamless shopping experiences and also deliver more relevant offerings to customers. This comes under which type of strategic imperatives-
 a) Develop an integrated view of the customer
 b) Deliver a flexible product/service offering
 c) None
 d) All
- Q.24 Which of the following are the Key elements of a successful direct delivery business ?
 a) Well-organized customer list management.
 b) Consistent and well-designed marketing materials.
 c) Consistent, high-quality products.
 d) All of these

SECTION-B

- Q.25 Who is a front desk supervisor in a retail store? (2)

OR

What work does a food and beverage supervisor performs.

- Q.26 'Reducing cost is sometimes an overlooked aspect of maintenance'. Explain in brief. (2)

- Q.27 What does it mean to be customer centric? (2)

- Q.28 Explain the following attributes of E-marketing: (3)

(i) One-to-one approach (ii) Geo targeting (iii) Automated content

- Q.29 Explain 3 disadvantages of E-retailing. (3)

- Q.30 Explain 3 critical leadership attributes in the retail industry. (3)

OR

Highlight 3 responsibilities of sales manager of a retail store.

- Q.31 Write the information to be collected from the customers for credit check. (3)

- Q.32 Differentiate between e- marketing & traditional marketing on the basis of- (3)

a) Display of goods b) cost c) Target customers.

- Q.33 How the factors of active listening can become a barrier? Explain by using various factors of active listening and suggest how to overcome the barriers. (5)

- Q.34 What are the strategic imperatives for customer- centric retailing. (5)

OR

Explain the way of transforming the organization and the store with the key elements of successful direct delivery business.

- Q.35 Explain the first five success factors for E-Retailing. (5)

