

PT4/ANNUAL EXAMINATION, 2023-24

RETAIL

Time – 3 hrs.

Class – XI

M.M. – 60

Name of the student _____ Section _____ Date - 02.02.2024 (Friday)

GENERAL INSTRUCTIONS -

1. Please read the instructions carefully.
2. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 18=24) questions, a candidate has to answer (6+11=17) questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section has 06 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1 Answer ANY 4 out of the given 6 questions on Employability Skills. (1 x 4 = 4 marks)

- i. Name the pre-installed operating system from which Libre office come with. **1**
- ii. New ideas with which an entrepreneur adds value to a business can be of many kinds, including new products like- **1**
 - A. New marketing ideas
 - B. New Services like home delivery
 - C. Cost reduction ideas
 - D. All of the above
- iii. Name two different types of motivation. **1**
- iv. Which of the following is not a part of 4 R's of sustainability? **1**
 - A. Reuse
 - B. Reduce
 - C. Recycle
 - D. Recreate
- v. _____are ideas, views, or fixed ways of thinking. **1**
 - A. Gestures
 - B. Perspectives
 - C. Barriers
 - D. None of the above
- vi. Write two ways by which you can identify your strength. **1**

Q.2. Answer ANY 5 out of the given 7 questions. (1 x 5 = 5 marks)

- i. Credit check strategy is adopted by retailers to check the customer's _____. **1**

- ii. A risk assessment examines the _____ conditions at a workplace **1**
 (a) uneven flooring (b) spills (c) misplaced boxes (d) hazardous
- iii. _____ sale refers to sales made to other business rather than individual consumers. **1**
- iv. _____ is the performance criteria to be followed for processing applications from retail customers for credit facilities. **1**
 (a) Identifying the customer's needs for credit facilities
 (b) Not identifying the customer's needs for credit facilities
 (c) Both (a) and (b)
 (d) None of the above
- v. Before retail firms extend credit to customer, it is the **best** practice to check the prospective customer's _____. **1**
 (a) Profile of the customer (b) History (c) Background (d) None of these
- vi. What should be made available to reduce seriousness of injury in retail stores? **1**
- vii. Define Credit Sale agreement. **1**

Q.3. Answer ANY 6 out of the given 7 questions. (1 x 6 = 6 marks)

- i. STATE TRUE OR FALSE:- **1**
 Window display includes many promotion techniques, such as mass display, store loyalty cards, etc.
- ii. Name the process for managing the prevention of work-related injuries and diseases at the workplace. **1**
- iii. Write two elements of contract of sale. **1**
- iv. Which types of customers are normally new in the industry and most of the times visit suppliers only for confirming their needs on products? **1**
 a) loyal customer (b) wandering customer (c) impulse customer (d) None of these
- v. How can you define OHS? **1**
- vi. What does a high credit score provides? **1**
 a) low credit worthiness (b) high creditworthiness
 c) moderate creditworthiness (d) None of the above
- vii. What does the term "PPE" stand for in the context of workplace safety? **1**
 a) Personal Protective Equipment (b) Prevention of Potential Emergencies
 c) Protective Product Evaluation (d) Primary Prevention Exercises

Q.4. Answer ANY 5 out of the given 6 questions. (1 x 5 = 5 marks)

- i. The technique in which a sales associate assumes that the customer visiting the store will definitely buy the product is called _____. **1**
 a) natural close (b) summary close (c) alternative close (d) None of the above
- ii. Which of the following is an example of a physical hazard in the workplace? **1**
 a) Noise (b) Stress (c) Electrical hazards (d) All of the above

- iii. STATE TRUE OR FALSE: 1
 Maintaining records of customer information enables re-examination of processes and decisions.
- iv. A requirement or event that should be performed before the completion of another action, is known as:- 1
 a) Condition b) Warranty c) Profile d) Both A and C
- v. A _____ needs to know a product's features, benefits and whether it solves their problems before purchasing it. 1
 a) customer b) supplier c) cashier d) debtor
- vi. Which of the following is the most commonly used floor plan in Indian retail industry and is economical as well? 1
 a) Diagonal floor plan b) Straight floor plan
 c) Angular floor plan d) Geometric floor plan

Q.5. Answer ANY 5 out of the given 6 questions. (1 x 5 = 5 marks)

- i. VPNs uses encryption techniques to maintain security and privacy while communicating remotely via public network. (True or False) 1
- ii. Define the term General skill. 1
- iii. Identify the following which should be up to date for customer data protection:- 1
 A. IT system B. Music system C. Home theatre D. None of these
- iv. Indirect sales are the sales of a good or service by a _____. 1
 A. manufacturer B. seller C. third-party D. None of the above
- v. Which of the following is an example of Franchising? 1
 A. Mc Donald's B. Reliance C. Pizza hut D. Both A and C
- vi. This term is used to describe a document that provides as a courtesy or satisfies minimum requirement, conforms to a norm or decisive, tends to be performed as a formality. Identify the retail selling method:- 1
 A. Direct sales B. Proforma sales C. Agency-based D. Auction Sales

Q.6 Answer ANY 5 out of the given 6 questions. (1 x 5 = 5 marks)

- i. What are 'merchandise' in retail known as? 1
- ii. Place utility is making the products available at:- 1
 A. showrooms B. convenient location C. distant places D. regional stores
- iii. The unorganised retail units operate based on :- 1
 A. partnership B. sole-trader C. chain stores D. All of the above
- iv. Which of the following comes under customer retention strategy? 1
 A. Conducting customer surveys B. Sending postcards on new products
 C. Using social media to build customers D. All of the above
- v. How is product information conveyed through web pages? 1
- vi. What is the full form of CSA? 1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)

Answer each question in 20 – 30 words.

- Q.7** You and your business partner have been in business for five years selling cellphones and other accessories. Recently, you noticed that the market is quite saturated, and your competition is very high. Your sales have been flat for the last year and a half, and no matter what promotions or cellphones you carry, you can't seem to improve your sales. You also realize that the industry is mature and it will be difficult to make money unless something drastic changes. What kind of changes do you think you can implement to expand your business? What are different ways in which as an entrepreneur you can think to solve these problems? (1+1) 2
- Q.8** Explain the importance of the Swachh Bharat Abhiyan. 2
- Q.9** Write two advantages of assertive communication. 2
- Q.10** What are the advantages of using a word processor? 2
- Q.11** What are the steps taken by the government of India under the sustainable development or green economy? 2

Answer ANY 3 out of the given 5 questions in 20 – 30 words each. (2 x 3 = 6 marks)

- Q.12** What are the company's laws and policies on data protection? Write two points. 2
- Q.13** What are the benefits for maintaining records of customer information? Write and explain two points 2
- Q.14** What do you mean by customer motivation? Why is it needed? Write one point each. 2
- Q.15** Mention any two characteristics of credit sales. 2
- Q.16** How should a sales associate react to the comments made by customers on the product? Write two points 2

Answer ANY 2 out of the given 3 questions in 30– 50 words each. (3 x 2 = 6 marks)

- Q.17** "Leela is expected to handle the prospective customers in a different way to convert them to users of the firm's product." The different ways which she can follow is to convince the customer, explain in three points how to convince a customer. 3
- Q.18** How do you check the credit worthiness of a customer? Write and explain three points. 3
- Q.19** Write and explain three points on credit checking. 3

Answer ANY 3 out of the given 5 questions in 50– 80 words each. (4 x 3 = 12 marks)

- Q.20** What are the steps involved in personalised sales service? Write and explain four points. 4
- Q.21** Describe the emergency action plan which must be executed and communicated regarding workplace hazards. Explain. 4
- Q.22** Explain in detail the ways to encourage colleagues to follow health and safety norms. 4
- Q.23** Explain in details the techniques to encourage customer's loyalty. 4
- Q.24** 'Isha works in a retail store at the post of sales associate. She wants to close the conversation with a consumer. 'With reference to this statement, write what do you mean by 'closing of sale'? Write and explain the ways on closing a sale? (1+3) 4



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Name of the student _____ Section _____ Date - 19.02.2024 (Monday)

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SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1 Answer ANY 4 out of the given 6 questions on Employability Skills. (1 x 4 = 4 marks)

- i Which of the following options is not a word processor? **1**
A. Google docs B. Libre office writer C. Powerpoint D. Microsoft word
- ii. Which among the following are the types of business activities? **1**
A. Manufacturing B. Trading C. Services D. All of the above
- iii. Name two qualities of self motivated people? **1**
- iv. Which of the following is/are a stakeholder in green economy? **1**
A. Government B. Risk analysts C. NGOS D. All of these
- v. _____ is one of the 3Ps of Public speaking **1**
A. Prepare B. Perspectives C. Precaution D. None of these
- vi. What is “A” in the word TEAM? **1**

Q.2. Answer ANY 5 out of the given 7 questions. (1 x 5 = 5 marks)

- i. A is a request for credit. **1**
- ii. is the science of matching a retail store’s requirements to the retailers capabilities. **1**
(a) uneven flooring (b) Abiding the law (c) Ergonomics (d) Insurance

- iii. _____ customers do not have any specific item into their product list but an urge to buy what they find good and productive at that point of time. **1**
- iv. _____ is a requirement or event that should be performed before the completion of another action **1**
 (a) Warranty (b) Condition (c) Both (a) and (b) (d) Assurance
- v. Which of the following information to be collected from the customers for credit check? **1**
 (a) signature (b) Address (c) Employment (d) All of the above
- vi. A.....is a device that senses smoke, typically as an indicator of fire. **1**
- vii. Define Creditworthiness? **1**

Q.3. Answer ANY 6 out of the given 7 questions. (1 x 6 = 6 marks)

- i. STATE TRUE OR FALSE:- **1**
 Business-to-customer (B2C) refers to sales made by other businessman rather than an individual customer.
- ii. Write two ways to encourage colleagues to follow health and safety norms. **1**
- iii. Write two characteristics of credit sales. **1**
- iv. Which type of customers are product specific and only tend to buy items to which they are habitual or have a specific need for them? **1**
 a) Need based customer b) wandering customer
 c) impulse customer d) None of these
- v. What is the full form of OHS? **1**
- vi. Which are the essential elements of contract of sale? **1**
 a) Price the consideration b) Bilateral contract
 c) Transfer of property d) All of the above
- vii. What is E In the word "PPE" stand for in the context of workplace safety? **1**
 a) Equipment b) Emergencies c) Evaluation d) Exercises

Q.4. Answer ANY 5 out of the given 6 questions. (1 x 5 = 5 marks)

- i. The technique in which a sales associate has to be sure that the customer should not sense that he or she is using a special formula to close a sale is called _____. **1**
 a) natural close b) summary close c) alternative close d) None of these
- ii. Which of the following is an emergency conditions occurring in a retail store? **1**
 a) Loud noises b) Stressful deadlines
 c) Uncomfortable chairs d) Chemical spills
- iii. STATE TRUE OR FALSE: **1**
 Testers enable customers to try new products?
- iv. An assurance given by the seller to the buyer about the state of the product ,that the prescribed facts are genuine, is known as:- **1**
 a) Condition b) Warranty c) Profile d) Both A and C

- v. _____ includes assistance with technology merchandise, such as PCs, software products, mobile phones, tvs and most electrical and mechanical products. **1**
 a) Online support b) Onsite support c) Both a and b d) None of these
- vi. Which type of floor plan has more visibility for the store staff and customers? **1**
 a) Diagonal floor plan b) Straight floor plan
 c) Angular floor plan d) Geometric floor plan

Q.5. Answer ANY 5 out of the given 6 questions. (1 x 5 = 5 marks)

- i. Personalisation is a means of meeting the customer's needs more effectively and efficiently? **1**
 a) True b) False
- ii. Define Time management skills? **1**
- iii. VPN stands for- **1**
 a) Visual private network b) Virtual private network
 c) Virus protection network d) None of the above
- iv. _____ is a web based sale? **1**
 a) Indirect sales b) Electronic based sale c) third-party sale d) None of these
- v. Which of the following is an example of Corporate retail chain? **1**
 a) Pizza hut b) Reliance c) Van heusen d) Both A and C
- vi. It is a contractual arrangement, in which the agent has the right to negotiate on the sale of principle's goods and services. Identify the retail selling method:- **1**
 a) Electronic based sales b) Proforma sales c) Agency-based d) Auction Sales

Q.6 Answer ANY 5 out of the given 6 questions. (1 x 5 = 5 marks)

- i. Write any 2 duties of a sales associate. **1**
- ii. The retail store changes format to suit the requirements of.....? **1**
 a) Wholesalers b) Consumers c) Producers d) tax payers
- iii. Which type of retail units offer large number of items and their varied varieties? **1**
 a) Unorganised retail b) organised retail c) Both a and b d) None of these
- iv. Which of the following is a customer service feature? **1**
 a) Social media customer service b) Pre sales education
 c) Technical support d) All of the above
- v. Name any two ways of providing product information. **1**
- vi. Define retail credit facility. **1**

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills. Answer each question in 20 – 30 words. (2 x 3 = 6 marks)

- Q.7 Explain the values of an entrepreneur. **2****

Q.8	Define the term 'Sustainable Development' with at least one example.	2
Q.9	Write two advantages of body language in communication.	2
Q.10	Write two importance of non-verbal communication.	2
Q.11	What are the primary goals of Swachh Bharat Abhiyan?	2
Answer <u>ANY 3</u> out of the given 5 questions in 20 – 30 words each. (2 x 3 = 6 marks)		
Q.12	How should a sales associate deal with the angry customers ? Any two points.	2
Q.13	What are the two types of skills? Write and explain in one point each.	2
Q.14	What is Positive Credit reporting?	2
Q.15	What is meant by maintaining a good relationship with customers?	2
Q.16	How should a retailer deal with risks and emergencies?	2
Answer <u>ANY 2</u> out of the given 3 questions in 30– 50 words each. (3 x 2 = 6 marks)		
Q.17	Distinguish between Organised and Unorganised retailing.	3
Q.18	Discuss the company procedure for evacuation. (first three points)	3
Q.19	Why is promise to customer important? What are the various types of promises made to a customer?	3
Answer <u>ANY 3</u> out of the given 5 questions in 50– 80 words each. (4 x 3 = 12 marks)		
Q.20	Explain any four practices for providing personalised customer service.	4
Q.21	Explain the 4Ps of customer service.	4
Q.22	Write and explain the essential requirements of retailers.	4
Q.23	What is closing a sale? Explain any two factors influencing successful closing of sales.	4
Q.24	Write and explain the equipments for preventing and extinguishing small fires.	4

