



SINDHI HIGH SCHOOL, HEBBAL
ANNUAL EXAMINATION [2024-25]
SUBJECT: RETAIL (801), SET-1

Class: XI

Date: 20/02/2025

No of Sides: 03

Max Marks: 60

Reading Time: 8:30 a.m to 8:45 a.m

Writing Time: 8:45 a.m to 11:45 a.m

GENERAL INSTRUCTIONS:

- This Question Paper consists of 24 questions in two sections – Section A & Section B.
- Section A has Objective type questions whereas Section B contains Subjective type questions.
- 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.
- All questions of a particular section must be attempted in the correct order.
- **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - This section has 06 questions.
 - There is no negative marking.
 - Do as per the instructions given.
 - Marks allotted are mentioned against each question/part.
- **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - This section contains 18 questions.
 - A candidate has to do 11 questions.
 - Do as per the instructions given.
 - Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4marks)	Marks
i	Which of these is a positive (good) facial expression? (a) Staring hard (b) Nodding while listening (c) Wrinkled forehead (d) Looking away from the speaker	1
ii	Kavita is collecting donations in her neighbourhood to help an old age home to fix their water issues. What should she do while asking strangers to donate money? (a) Narrate the whole story of old age home (b) Directly ask for the donation money (c) Start a small conversation and then talk about the project which needs donation (d) All of the above	1
iii	What makes a person to complete the work or studies without others cheering? (a) Self-confidence (b) Communication (c) Self-motivation (d) Self-esteem	1
iv	Which of the following options is not a word processor? (a) Google Docs (b) LibreOffice Writer (c) Microsoft Word (d) Microsoft Outlook	1
v	State whether the following statement is True or False In service business activity, the services are intangible and cannot be felt or seen.	1
vi	Which of the following actions would not help a green agriculture sector? (a) Using chemical fertilisers (b) Using organic manure (c) Growing vegetables using vermicompost (d) Buying or selling organic potatoes	1
2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i	The purpose of retail business is to _____. (a) go for partnership (b) make maximum promotion (c) extend to other localities (d) offer products and services.	1
ii	Place utility is making the products available at _____. (a) showrooms (b) convenient location (c) distant places (d) regional stores	1
iii	The retail store changes format to suit the requirements of _____. (a) wholesalers (b) producers (c) consumers (d) tax payers	1
iv	Some customers go on enquiring about a product and you have insufficient time, which of the following skill will you use here? (a) Skill of patience (b) Skill of attentiveness (c) Skill of goal-orientation (d) None of the above	1
v	Which of these is a specific skill? (a) Team work (b) Time management (c) Barber work (d) None of the above	1
vi	Sales or customer service associate who work in retail may have similar duties to bank tellers which is (are) _____. (a) counting money (b) cashing cheques (c) servicing accounts (d) All of the above	1
vii	Customer service associates may interact _____ with customers in the retail store itself. (a) face-to-face (b) over the phone (c) via email (d) None of the above	1

3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i	A requirement or event that should be performed before the _____ is known as Condition. (a) completion of another action (b) appointment (c) treatment (d) None of the above	1
ii	Which of these is not an essential element of a contract of sale? (a) Transfer of property (b) Money consideration (c) Goods (d) Subsidy	1
iii	The main objective of a credit check is to manage the risk of _____. (a) bad debts (b) credit Sales (c) cash Sales (d) None of the above	1
iv	Before retail firms extend credit to customer, it is the best practice to check the prospective customer's _____. (a) Profile (b) Credit History (c) Caste (d) None of the above	1
v	State whether it is true or false. Credit checking is not needed to protect the interest of parties.	1
vi	State whether it is true or false. Approval from customer is not required while doing Credit check of his/her account.	1
vii	How is a sales associate supposed to respond to an angry customer? (a) Angrily (b) Must apologise (c) Complain to the superior (d) All of the above	1
4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	Many a times, angry customers like to be _____. (a) empathised with (b) argued with (c) fought with (d) None of the above	1
ii	State whether the following is True or False A sales associate should not get panic for not knowing an answer.	1
iii	The process of summarising the list of benefits the customer gets is known as _____. (a) final objective close (b) summary close (c) cautionary tale close (d) None of the above	1
iv	State whether the following is True or False. Having a friendly appearance is a social quality of a sales associate.	1
v	While dealing with customers it is important to always close the sale by making (a) customer doubtful (b) customer happy (c) customer move away (d) None of the above	1
vi	A _____ needs to know a product's features, benefits and whether it solves their problems before purchasing it. (a) customer (b) supplier (c) cashier (d) debtor	1
5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	In order to help a customer what to buy, a sales associates must have essential and up-to-date _____. (a) techniques (b) product knowledge (c) Both (a) and (b) (d) None of the above	1
ii	State whether the following is True or False Information cannot be distributed through electronic mode via email.	1
iii	When _____ customers are in the store or facility, make the time to chat with them briefly and ask if there's anything you can do for them. (a) retail (b) valued (c) demonstration (d) debtor	1
iv	While giving information to the customers, a sales associate must be _____ with the customer. (a) polite and friendly (b) angry (c) rude (d) None of the above	1
v	Today, _____ continues to be an important tool for both consumers and manufacturers. (a) post-sales service support (b) phone call (c) customer data (d) trade	1
vi	A _____ to customers is a business necessity today, in order to attain customer loyalty. (a) advertisement (b) message (c) positive promise (d) retail	1
6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	Without proper ventilation, air in retail store starts to collect _____. (a) mold (b) fungus (c) bacteria or odour (d) All a), b) and c)	1
ii	A risk assessment examines the _____ conditions at a workplace. (a) uneven flooring (b) spills (c) misplaced boxes (d) hazardous	1
iii	State whether the following is true or false. Employees at the retail store need not be trained to tackle any situation inviting danger.	1
iv	Contact with electrical equipment can cause _____. (a) shock (b) trip (c) slip (d) None of the above	1
v	A type of equipment and material used in the stores for health and safety. (a) Knife (b) First-aid kit (c) Hammer (d) Bat	1
vi	A _____ is a device that senses smoke, typically as an indicator of fire. (a) fire extinguishers (b) Smoke detector (c) stag filter (d) silencer	1

SECTION B: SUBJECTIVE TYPE QUESTION

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

7	What are the advantages of Assertive Communication.?	2
8	What are the benefits of Team work?	2
9	How to print a document in a Word processor?	2
10	What is Innovation? Give one example.	2
11	What is the role played by Private agencies in achieving Green economy?	2

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

12	What is meant by E retailing? Give any two examples of E retailing platforms.	2
13	What is meant by Direct sale? What are the two models in marketing under direct sales?	2
14	How to deal with a customer when a product is defective?	2
15	What is Customer motivation and Customer service policy?	2
16	What is a) Health and b) Safety?	2

Answer any 2 out of the given 3 questions (3 x 2 = 6 marks)

17	What is Credit sale? Write any two needs for Credit sale.	3
18	Explain the essential elements of Contract of Sale.	3
19	Explain the different plans in arranging the products.	3

Answer any 3 out of the given 5 questions (4 x 3 = 12 marks)

20	Explain the different types of Retail Business establishments on the basis of ownership.	4
21	Explain the different techniques of Closing the sales.	4
22	Explain the different ways to motivate customers to buy.	4
23	Explain the different techniques to encourage customers' loyalty.	4
24	Explain the types of equipment and materials used in the stores for health and safety.	4

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