



Sindhi High School, Bengaluru
Half Yearly Examination- 2024-25
Subject-Retail(801)

Class- XI
Date- 01.10.2024
No. of sides: 03

Marks: 60
Reading Time: 8.10am to 8.25am
Writing Time: 8.25am to 11.25am

General Instructions:

- Question paper comprises four sections- A, B, C and D. There are 41 questions in the question paper. All questions are compulsory.
- Section A-From question 1 to 30 are MCQ of 1 mark each.
- Section B- Question no 31 to 36 are very short answer type questions carrying 2 marks each.
- Section C-contains question no 37 and 38 are short answer type questions carrying 3 marks each.
- Section D-Question 39 to 41 are long answer type questions carrying 4 marks each.

	Section -A	1x30=30
1.	Place utility is making the products available at _____. (a) Showrooms (b) convenient location (c) distant places (d) regional stores	1
2.	The retail store changes format to suit the requirements of _____. (a) Wholesalers (b) producers (c) consumers (d) tax payers	1
3.	The unorganised retail units operate based on _____. (a) Partnership (b) sole-trader (c) chain stores (d) All of the above	1
4.	A dealer who purchases goods for re-sale is called _____. (a) Retailer (b) intermediary (c) consumer (d) None of the above	1
5. are normally new in the industry and most of the times visit suppliers only for confirming their needs on products. (a) Loyal customer (b) wandering customer (c) impulse customer (d) None of the above	1
6.	Which of the following comes under customer retention strategy? (a) Conducting customer surveys (b) Sending postcards on new products (c) Using social media to build customers (d) All of the above	1
7.	Why is there a need to have skillful sales associates? (a) For displaying merchandise (b) for interacting with customers (c) For promoting loyalty among customers (d) All of the above	1
8.	The ability to readily listen to a complaining customer and to understand him or her comes under which skill? (a) Patience (b) Attentiveness (c) Communication skills (d) Resilience	1

9.	Skill is a(n)_____. (a) Inborn ability (b) learned ability (c) Both of the above (d) None of the above	1
10.	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
11.	Which of these is a specific skill? (a) Team work (b) Time management (c) Barber work (d) None of the above	1
12.	Which of these is an essential step of skills development? (a) Taking stock of yourself (b) Creating a plan (c) Creating an environment for development (d) All of the above	1
13.	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
14.	A requirement or event that should be performed before the_____, is known as Condition. (a) completion of another action (b) agreement (c) treatment (d) None of the above	1
15.	Which of these is an essential element of a contract of sale? (a) Transfer of property (b) Money consideration (c) Goods (d) All of the above	1
16.	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
17.	Before retail firms extend credit to customer, it is the best practice to check the prospective customer's _____. (a) Profile of the customer (b) History (c) Background (d) None of the above	1
18.is the risk involved in offering credit. (a) Financial risk (b) Reduced cash flow (c) Increased cash flow (d) None of the above	1
19.	When a requisition is made by a buyer to the seller to provide credit facility for the purchase of goods, it is known as _____. (a) purchase requisition (b) requisition (c) credit requisition (d) None of the above	1
20.	Vendors usually set _____ based on information in the application of the person seeking credit. (a) credit limits (b) debit limits (c) standard limits (d) None of the above	1
21.	The credit requisition document requires information about the _____. (a) items which are not desired (b) desired items or services (c) general information (d) None of the above	1
22.	Payment or credit history depicts how a person meets debt obligations, which establishes _____ of a person. (a) personal history (b) creditworthiness or the financial character (c) Non-financial character (d) None of the above	1

23.	A high credit score provides _____. (a) low credit worthiness (b) high creditworthiness (c) moderate creditworthiness (d) None of the above	1
24. is the borrower's net worth. (a) Drawings (b) Capital (c) Risk (d) None of the above	1
25.	Creditworthiness of customers can also be determined by studying and analysing _____ of business. (a) income statement and balance sheet (b) income statement only (c) balance sheet only (d) None of the above	1
26. measure creditworthiness of the customers. (a) Credit reporting agencies (b) Agencies (c) Marketers (d) None of the above	1
27.	What does an upright (straight) body posture convey or show? (a) Shyness (b) Fear (c) Confidence (d) Intelligence	1
28.	You have been standing in a queue for a long time to buy tickets for a movie. A man suddenly comes and stands in front of you, out of turn. What should you do? (a) Scream at the person so that he never repeats the mistake (b) Inform him politely that there is a queue and everyone is waiting for their turn (c) Stay quiet and let the person go ahead (d) Not say anything directly but complain about him to other people	1
29.	What makes you complete your work or studies without others cheering you? (a) Self-confidence (b) Communication (c) Self-motivation (d) Self-esteem	1
30.	How tracking your time helps you? (a) We can stay focussed. (b) We can show everyone how hard we are working. (c) We can understand where we are spending our time and manage our time better if needed. (d) None of the above	1
	SECTION B	2X6=12
31.	Who are the intermediaries in the distribution channel?	2
32.	What is meant by 'customer services'?	2
33.	Write any two differences between warranty and condition.	2
34.	Differentiate between verbal and non-verbal communication.	2
35.	Write any two benefits of networking skill.	2
36.	What is time management and write any one advantage of it.	2
	SECTION C	3X2=6
37.	Mention any 3 customer retention strategies.	3
38.	What is credit check? Write any 2 needs for credit check.	3
	SECTION D	4X3=12
39.	What is Credit sale? Explain the benefits of credit sale for a firm.	4
40.	Explain the skills required for a Sales associate.	4
41.	Explain any 4 different types of customers.	4

