



SINDHI HIGH SCHOOL, HEBBAL
UNIT TEST - I (2024-25)
SUBJECT – Retail (801)

Marks: 25

Class: XI

Date: 13/07/2024

Number of printed sides: 2

Timings: 1 Hours 10 mins

Reading Time: 8:25-8:35 am

Writing Time: 8:35-9:35 am

General Instructions:

- Question paper comprises three sections- A, B and C
 - Section A- From question 1 to 9 are MCQ's of 1 mark each
 - Section B- From question 10 to 11 are short answer type carrying 2 marks each
 - Section C- From question 12 to 14 are long answer type carrying 4 marks each
 - All questions are compulsory.
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SECTION –A

1. Which of the following is an example of Franchising? (1)
 - A. MC Donald's
 - B. Reliance
 - C. Bata
 - D. Louis Philippe
2. A person who regularly buys milk from the supermarket is a customer. (1)
 - A. Wandering
 - B. Loyal
 - C. Impulsive
 - D. Discount
3. is an ability to do a task with pre-determined results within a given period of time, energy, or both. (1)
 - A. Skill
 - B. Idea
 - C. Perception
 - D. Attitude
4. Why is there a need to have skilful sales associates? (1)
 - A. For displaying merchandise
 - B. For interacting with customers
 - C. For promoting loyalty among customers
 - D. All of the above
5. Place utility is making the products available at..... (1)
 - A. Showrooms
 - B. Convenient location
 - C. Distant places
 - D. Regional stores

6. Which of the following comes under customer retention strategy? (1)
- Conducting customer surveys
 - Sending postcards on new products
 - Using social media to build customers
 - All of the above
7. Customer service associates may interact.....with customers in the retail store itself. (1)
- face-to-face
 - over the phone
 - Via email
 - None of the above
8. Which of these is a positive (good) facial expression? (1)
- Staring hard
 - Nodding while listening
 - Wrinkled forehead
 - Looking away from the speaker
9. What is phonetics? (1)
- It is the study of how we write words in English.
 - It is the study of how people understand sentences.
 - It is the study of how many words the English language has.
 - It is the study of the sounds we make when we speak.

SECTION- B

10. Write any two differences between organised retail business and unorganised retail business. (2)
11. What are the different elements of Communication. (2)

SECTION- C

12. Explain 4P's of Customer service. (4)
13. Explain the functions of retailer. (4)
14. Match the column (4)

Column A

- Attentiveness
- Calming presence
- Time management skills
- Closing ability

Column B

- Maintaining cool
- Solve customer problems in limited time
- End conversation with satisfaction
- Listen to customers carefully
