



SINDHI HIGH SCHOOL, HEBBAL
ANNUAL EXAMINATION [2024-25]
SUBJECT: RETAIL (801), SET-2

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	What are close-ended questions? (a) Questions that can have any answer (b) Questions that do not have answers (c) Questions with yes or no answers (d) Questions that have many answers	1
ii	Your family has moved to a new home. Your next-door neighbour pays a visit. What should you do? (a) Tell them you are in the middle of shifting and cannot speak right now. (b) Get irritated and tell them that they have dropped in without informing. (c) Give them an insincere smile and ask them to leave. (d) Welcome them introduce your family and thank them for coming.	1
iii	Which of the following can help you manage time better? (a) Talking to friends (b) Making a to-do-list (c) Making sure we don't miss our play time (d) Watching favourite movie	1
iv	Priya wants to change the spelling of a word in the entire document. Which option will she use? (a) Copy (b) Align Left (c) Find & Replace (d) Paste	1
v	State whether the following statement is True or False. An entrepreneur runs a business to only make profits.	1
vi	Which of the following action will promote economy? (a) Use of non-renewable resources (b) Development by cutting trees (c) Social protection (d) Creating jobs	1
2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i	Under organised retailing, the most common feature is that _____. (a) Number of brands and products are large (b) purchases are on credit basis (c) few employees exist (d) All of the above.	1
ii	Unorganised retail is confined to _____. (a) particular locality (b) different branches (c) chain of stores (d) All of the above	1
iii	The unorganised retail units operate based on _____. (a) partnership (b) sole-trader (c) chain stores (d) All of the above	1
iv	A dealer who purchases goods for re-sale is called _____. (a) retailer (b) intermediary (c) consumer (d) None of the above	1
v	A person who regularly buys milk from the supermarket is a _____. (a) loyal customer (b) wandering customer (c) impulsive customer (d) All of the above	1
vi	Which types of customers 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
vii	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

3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i	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
ii	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
iii	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
iv	_____ is the performance criteria to be followed for processing applications from retail customers for credit facilities. (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	1
v	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
vi	A high credit score provides _____. (a) low credit worthiness (b) high creditworthiness (c) moderate creditworthiness (d) None of the above	1
vii	The display of goods is prioritised on the basis of the manufacturer's _____. (a) competitiveness (b) sale (c) demand (d) None of the above	1
4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	_____ sale refers to sales made to other businesses rather than individual consumers. (a) B2B (b) B2C (c) B2D (d) None of the above	1
ii	Indirect sales are the sales of a good or service by a _____. (a) manufacturer (b) seller (c) third-party (d) None of the above	1
iii	Package design is the sales promotion technique initiated by the _____. (a) dealer/producer (b) consumer (c) retailer (d) None of the above	1
iv	State whether the following is True or False Sales promotion refers to communicating with the audience through personal and non-media vehicles.	1
v	State whether the following is True or False The retailers support the packs which have better design.	1
vi	The information about a particular product can be provided as advertisements in (a) newsletters (b) CDs (c) audio-tapes (d) None of the above	1
5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	State whether the following is True or False Product information is useful to compare with competitive products.	1
ii	State whether the following is True or False Customer motivation is driven by his or her thoughts, feelings and beliefs.	1
iii	Fill in the blank. Tailoring interactions to individuals is crucial to make the _____.	1
iv	"Sales associate can promise different qualities provided by the company to the customer"- this type of promise is known as (a) Offer-related promises (b) Quality-related promises (c) Promises related to easy shopping (d) Promises related to competent service	1
v	Expand VPN.	1
vi	Anything that can be offered to a market that might satisfy a want or need is a _____. (a) Sale (b) product (c) sample (d) None of the above	1
6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	To deal with an accident it is important to instantly _____. (a) develop an initial plan (b) declare holiday (c) send letters (d) None of the above	1
ii	Which of the following is not an emergency condition in retail outlet? (a) Electrocution (b) Slip down (c) Equipment failure (d) General check-up of machines	1
iii	State whether the following is True or False. The accident which takes place in retail stores, may lead to emergencies.	1
iv	State whether the following is True or False Recording of accidents and emergencies are legal requirements for a retail store.	1
v	Risk of musculoskeletal injuries is caused due to _____. (a) Power tools (b) Lifting, carrying, pushing or pulling heavy loads (c) Gas leaks (d) Snake bite or poisoning	1
vi	To avoid all the other risks retailers must hand out _____ to their staff or put on the notice board. (a) safety data sheets (b) pamphlet (c) novel (d) news paper	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

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

7	What is Visual communication? Write any one advantage of it.	2
8	What is Personal hygiene? Write any two importance of Personal Hygiene.	2
9	Mention any two advantages of using Word processor.	2
10	What is Creativity? Give one example.	2
11	What is the role played by the Government in achieving Green economy? Write any two points.	2

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

12	What is meant by Automated retail stores? Give any one example.	2
13	What are Electronic-based sales? Expand EDI.	2
14	How to deal with the customer when an item is not available?	2
15	What is meant by Personalized customer service and Customer service standards?	2
16	What are the different types of equipment and materials used in the stores for health and safety?	2

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

17	Write any three differences between Warranty and Condition.	3
18	What is Credit check? Why do we need Credit check?	3
19	What are the needs for Product arrangement?	3

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

20	Explain any four essential skills needed for Retail stores associate.	4
21	Explain the factors influencing Closing of sale.	4
22	Explain the different ways of providing product information.	4
23	What is Post sales service support? Explain three types of Post sales support.	4
24	Explain the ways to encourage colleagues to follow health and safety norms.	4

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