



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

Class: XI

Date: 20/02/2025

No of Sides:

Max Marks: 60

Reading Time: 8:10 to 8:25 a.m

Writing Time: 8:25 to 11:25 a.m

GENERAL INSTRUCTIONS:

- Please read the instructions carefully.
- 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	_____ is the study of the sounds that we make when we speak. A) Phonetics B) Anthropology C) Oncology D) Kinesiology	1
ii	A to-do list that has all our activities and we rank them in the order of importance. A) Profit and Loss Account B) Dairy C) To do List D) Invoice	1
iii	A SMART goal should not be _____. A) Time bound B) Specific C) Vague D) Achievable	1
iv	To write a letter or make a report, we can use a word processor. A) Spread sheet B) Word processor C) Power Point D) MS Outlook	1
v	Confidence means to believe in one's self and one's approach. A) Independence B) Perseverance C) Open Mindedness D) Confidence	1
vi	What is the main role of private agencies in a green economy? A) Helping the government in implementing policies B) Making policies C) Making laws D) Making national budget	1
2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i		1
ii		1

iii		1
iv		1
v		1
vi		1
vii		1
3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i		1
ii		1
iii		1
iv		1
v		1
vi		1
vii		1
4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i		1
ii		1
iii		1
iv		1
v		1
vi		1
5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i		1
ii		1
iii		1
iv		1
v		1
vi		1
6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i		1
ii		1

iii		1
iv		1
v		1
vi		1

SECTION B: SUBJECTIVE TYPE QUESTIONS

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

7	Differentiate between Aggressive communication style and Passive/ Submissive communication style. Aggressive communication is all about, • Winning at any cost • Not respecting others Passive/ Submissive communication style is all about, • Avoiding conflict • Giving others control • Losing self-respect	2
8	Every team has a set of goals to achieve. The process of working together in a group is TEAM WORK. Benefits of Team work • Everyone has a role to play in a team, so the pressure to succeed is not on one individual • It helps you to have a support system, as all team members help to fix any mistake made by one team member • You feel good when the team achieves success and it builds your confidence • The work gets done faster	2
9	List the steps to be performed to move the text from one location to another in a document. The text can be copied from one part of the document to another part. To do so, first select the text that has to be copied by clicking on the given copy icon as shown in Figure 3.18. You can also use the shortcut key Ctrl+C. Then, move the cursor to where you want to paste the contents and click the Paste icon or Ctrl+V. This copies the text to the new location. The text remains in the original place too, as it is. If you want to delete or remove the text from the original place and move it to a new position in the document, first, select the text. Use the Cut icon on the toolbar or use the Ctrl+X shortcut key. When you do so, the text vanishes from the original place. Now place the cursor in the new location and either use the Paste icon or the Ctrl+V shortcut key. The deleted text is inserted where the cursor was placed. This is also called moving the text using the cut/paste method.	2
10	Events-based Ideas Another way to come-up with a business idea is to think of ways to serve the people at events. For example, there are different businesses that come up during the wedding season, like card-designers and printers, mehendi (henna) designers, event managers, decorators, etc.	2
11	Role of private agencies in achieving Green Economy • The role of private agencies include following laws and policies made by the government. • Making sure government policies are being followed by participating in government missions • Reporting people or groups who break the law • Educating people and creating awareness about green economy activities • Providing information to the government and helping it implement green policies.	2

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

12	Mention any four Customer retention strategies. • writing blogs for educating customers, • sending email for special promotions, • conducting customer satisfaction surveys for promotion, • offering personalised experience to customers, • setting customer expectations early, • using social media to build group of engaged customers, • increasing customer retention by learning from the best, and • developing questionnaires and conducting surveys	2
13		2

14		2
15		2
16		2

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

17	<p>Explain any three different needs for Credit checking.</p> <ul style="list-style-type: none"> • Credit check protects the interests of parties. It also ensures that each party has the capacity to enter into a transaction. • Retail firms should run a credit check on customers any time whenever the customers apply for a loan, hire purchase, credit card, store card or line of credit. • A credit check provides information about the customer's mortgage, credit cards, arranged overdrafts, personal loans, car finance, hire purchases, and repayment history of customer's phone accounts, etc. • A credit record is basically an account of any type of credit of the customer given for the last six years. It reveals how much money is being accessed by the customer and if the customer has failed to make any obligations, etc. • When applying for credit, a customer is asked by the lender for his consent to check the customer's credit file. This allows them to see a number of things, such as address of the customer, current commitments and reliability of the customer. 	3
18	Differentiate between Condition and warranty.	3
19	<p>What are the objectives of Sales promotion?</p> <p>Objective of sales promotion Sales promotion is designed to be used as a short-term tactic to boost sales. The objective of sales promotions are as follows: 1. Stimulate inquiries from consumers asking for detailed information about a product 2. Increase the product trials in expectation that the trial would lead to customer satisfaction 3. Encourage repurchase of goods, develop loyalty in a customer's mind 4. Initiate inventory building by retailers to help consumers with a ready supply 5. Get dealers' promotional assistance by cocoordinating with personal selling</p>	3

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

20	<p>Explain any four essential skills needed for Sales associate.</p> <p>(a) Patience: Patience is a necessary and often overlooked virtue for retail employees. Not all customers are exceptionally kind, and good retail associates have the patience to diffuse tough situations with difficult customers. (b) Attentiveness: A sales associate is bound to spend at least a portion of his or her day operating a point of sale (POS) system or arranging merchandise. Both of these key roles require a high level of accuracy. A sales associate must focus his or her attention to detail to ensure that transactions are processed accurately and the sales floor looks its best. (c) Communication skills: The required skills include listening effectively and explaining the specific benefits of various products and services to customers. A sales associate must also clearly explain the information and processes to the customer needs to complete a transaction. At the same time, they must maintain a pleasant and approachable demeanor. (d) Product knowledge: One can never answer customer questions or provide accurate information without fully understanding the products that one is selling. A sales associate should read all about the product. (e) Use "Positive Language": Language is a part of persuasion. Customers create perceptions about a retailer based on his or her language. Minor changes in conversational patterns go a long way in creating happy customers. (f) Acting skills: Sometimes retailer comes across people who they will never able to make a happy customer. Sometimes retailer will have to deal with boring angry customers and complaining customers. Every sales associate must have basic action skills necessary to deal and maintain their customer. (g) Time management skills: Retailer may be busy in much research-backed production activities. However he or she must have the capability to solve customer problems in limited time so that he or she can think some additional improvement in retail business. (h) Goal oriented: The retailer sets goals and then use strategies to attain them. Goal orientation is the degree to which a person or</p>	4
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	organisation focuses on tasks and the end results of those tasks. (i) Resilience: Each day is packed with small and large challenges. It may simple mean running out of time to meet a sales goal or being understaffed on an unexpectedly busy day. To do this, a sales associate should learn to think clearly, make decisions quickly and not take things too personally.	
21		4
22		4
23		4
24		4

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