

PT-2/HALF YEARLY EXAMINATION, 2022-23

RETAIL

Time - 7:15 AM to 10:20 AM

Class - XI

M.M. : 60

Date – 07.09.2022 (Wednesday)

Name of the student _____ Section _____

General Instructions:

- Attempt all questions.
- This question paper is divided into two sections. Section-A and B.
- Section A contains 24 questions of MCQ type and carries 1 mark each.
- Section B contains 11 questions of subjective types carrying 2 marks, 3 marks and 5 marks.
- There are some internal choices provided in subjective questions.

SECTION-A

- Q1. 'It is a retail store that sells a wide range of inexpensive household goods'. Identify the type of retail store involved in the above statement.
a. Warehouse store b. General store c. Discount store d. Variety store.
- Q2. These types of retail units offer large number of items and their varied varieties. identify the concept highlighted in the above case ?
a) Organized retailing b) unorganized c) Wholesale d) reselling
- Q3. In which retail business the size of employees is very large and there are varied categories with different specializations-
a) Organized business b) unorganized business c) Both d) None of these
- Q4. Consumer outlets, such as furniture, electronics, sports, appliances, jewellery stores, that offer unique, often individualized products or a large amount of products within a particular grouping of consumer goods are considered to be specialty stores. This comes under which type of store retailing?
a) Based on ownership b) Based on merchandise offered c) Both d) None
- Q5. Consumer cooperative and franchising are which type of store retailing?
a) Based on ownership b) Based on merchandise offered c) Both d) None
- Q6. "These types of customers are less in numbers but promote more sales and profit as compared to other customers. These customers revisit the organisation over time, hence, it is crucial to interact and keep in touch with them on a regular basis and invest much time and effort with them." Read the above lines and answer which type of customers they are –
a) Impulsive customers b) Need-based customers
c) Loyal customers d) Wandering customers
- Q7. Which of the following is not 4Ps of customer service –
a) Promptness b) Pre-sales c) Politeness d) Professionalism
- Q8. 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. Identify the concept highlighted in this case-

- a) Attentiveness
- b) Communication skills
- c) Use "Positive Language"
- d) Time management skills

- Q9. It is a subsidiary provision related to the object of the contract .What is it?
- a) Condition
 - b) Warranty
 - c) Both
 - d) None
- Q10. A requirement or event that should be performed before the completion of another action is known as –
- a) Warranty
 - b) Condition
 - c) Procedure
 - d) All of the above
- Q11. Which of these are Essential elements of contract of sale-
- a) Bilateral contract
 - b) Transfer of property
 - c) Price-the consideration
 - d) All
- Q12. Which of the following risk is involved in offering credit?
- (a) Financial risk
 - (b) Reduced cash flow
 - (c) Increased cash flow
 - (d) None of these
- Q13. The credit requisition document requires information about the following:-
- a) The desired items or service
 - b) Any budget quotations or proposals received
 - c) Possible vendors to fulfill order
 - d) All
- Q14. Which of the following Technique is not used for determining credit worthiness of customers-
- a) Character
 - b) Capacity
 - c) Checklist
 - d) Capital
- Q15. Which of the following refers to the customer's integrity and willingness to repay the financial obligation-
- a) Character
 - b) Collateral
 - c) Conditions
 - d) Capacity
- Q16. Before retail firms extend credit to customer, it is the best practice to check the prospective customer's _____.
- a) Profile
 - b) History
 - c) Background
 - (d) None of these
- Q17. "It is a contractual arrangement, in which the agent has the right to negotiate on the sale of principal goods and services. In exchange the agent gets a commission or fee." Which type of retail selling it is;
- a) Agency-based
 - b) Travelling salesman
 - c) Auction sale
 - d) All
- Q18. This type of floor plan has more visibility for the store staff and customers. It requires a small space for arranging the products. Which floor plan the statement says –
- a) Straight floor plan
 - b) Angular floor plan
 - c) Diagonal floor plan
 - d) Geometric floor plan
- Q19. A window display in a shop is for displaying items for sale or otherwise designed to attract customers to the store. Window display is which type of sales technique-
- a) Vendor originated
 - b) Retailer originated
 - c) Both
 - d) None
- Q20. "It is also called as 'ask for it' close. The sales associate has to be sure that the customer should not sense that he or she is using a special formula to close a sale. The closing technique should appear as a natural development from the sales conversation. It has to be like a natural resolution of the sale interview without the customer's knowing the special tactics of the sales associate." Identify the concept highlighted in the above case?
- a) The order form close
 - b) Natural close
 - c) Alternative close
 - d) All

- Q21. Which of the following factors influence the successful closing of sales –
 a) Awareness of company policies b) Salesman’s personality
 c) Both a and b d) None
- Q22. While dealing with angry customers, A sales associate is required to be very polite to take burden of an emotional and angry customer. The sales associate may keep the following in mind:-
 a) Apologies sincerely b) Prepare to help c) Understanding d) Both a and b
- Q23. The sales associate may say that the product will be available next month and I will place an order for you, if needed. The above statement is said -
 a) With positive language b) Without positive language
 c) When transferring a call of the customer d) All
- Q24. A sales associate must have the knowledge of a product’s width, depth and consistency. The width refers to a product lines depth, stood for a number of items in every product line and consistency, that indicates the similarity among the product lines. Which type of ‘product characteristic’ the above statement says about-
 a) Implicit characteristics b) Explicit characteristics c) Both a and b d) None

SECTION-B

- Q25. What do you understand by the term ‘summary close’? (2)

OR

Explain Natural close.

- Q26. How can credit score be improved? (2)
- Q27. What do you understand by communication skills? (2)
- Q28. How should a sales associate respond to a customer’s query when he or she has no answer? (3)
- Q29. What are the essentials of skill development? (3)
- Q30. Write Differences between condition and warranty? (3)

OR

Explain the various elements of a valid contract.

- Q31. Write the information to be collected from the customers for credit check. (3)
- Q32. Sales promotion is designed to be used as a short-term tactic to boost sales. Explain. (3)
- Q33. Sale is an act of selling a product in return for money. It is the beginning of a relation between customer and vendor or extension of that relationship. Explain in detail. (5)
- Q34. Demonstrate the knowledge of techniques used for determining credit worthiness of customers.

OR

Explain the factors influencing the successful closing of sales. (5)

- Q35. Write the Differences between Organized and Unorganized Retail Business. (5)

