

PT4/ANNUAL EXAMINATION, 2022-23

RETAIL

Time - 3 hrs.

Class – XI

M.M. – 60

Name of the student _____ Section _____ Date - 22.02.2023 (Wednesday)

GENERAL INSTRUCTIONS:

1. Read the instructions carefully.
2. This Question paper consists of 24 questions in two sections- Section A & B.
3. Section A has objective type questions whereas Section B contains Subjective type questions.
4. Out of given (6+18=24) questions, a candidate has to answer (6+11=17) questions in the allotted (maximum) time of 3 hours.
5. All questions of a particular section must be attempted in the correct order.
6. SECTION-A OBJECTIVE TYPE QUESTIONS (30 MARKS):
 - i. This section has 06 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question /part.
7. SECTION B- SUBJECTIVE TYPE QUESTIONS (30 MARKS):
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION – A

Q.1. Answer ANY 4 out of the given 6 questions on employability skills. (1x4=4)

- (i) _____ is the default extension, when we save a file in libre office.
A. .odt B. .ext C. .doc D. lbt
- (ii) 'You finish your homework immediately after the school so you have time to watch TV later in the evening'.
The above case is an example of _____.
A) Good time management B) Grooming
C) Goal setting D) Self awareness.
- (iii) 'People always used taxis and auto rickshaws to go to different places, but they face problem in finding one on time, and paying a reasonable amount for it.'
Identify the type of customer needs mentioned in the above example.
A) Served needs B) Partially served needs
C) Unserved and known needs D) Unknown needs.
- (iv) _____ shortcut key is used to create a new document.
- (v) Do you think people living in hill stations can skip taking bath for many days?
A) No, irrespective of the climate one should take bath regularly.
B) Not taking bath for many days is acceptable.
C) If you wipe yourself with a wet cloth everyday, that is enough.
D) Both (B) and (C).
- (vi) 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.

Q.2. Answer ANY 5 out of the given 7 questions. (1x5=5)

- (i) Which of these is an essential step of skill development?
 - A) Taking stock of yourself
 - B) Creating a plan
 - C) Creating an environment for development
 - D) All of the above
- (ii) _____ help customers identify and purchase products they desire. Their duties include selling, restocking and merchandising.
- (iii) _____ is the arrangement, which should be present at the time of happening of another event.
- (iv) 'To make a contract of sale there must be at least two parties. These parties must be distinct, that is, a seller and buyer.'
Identify the element stated above.
- (v) 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
- vi) 'These customers are product specific and only tend to buy items to which they are habitual or have a specific need for them. These are frequent customers but do not indulge in buying most of the times so it is difficult to satisfy them.'
Identify the type of customers in the given case.
 - A) Wandering customers
 - B) Need-based customers
 - C) Impulsive customers
 - D) Discount customers
- vii) Which type 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) impulsive customer
 - D) None of the above

Q.3. Answer ANY 6 out of the given 7 questions. (1x6=6)

- i) 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 these
- ii) 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
- iii) 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
- iv) Which of these is not a skill?
 - A) Carpentry
 - B) Reading and writing
 - C) Cooking
 - D) Rising up

- v) 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
- vi) Customer service associates may interact_____ with customers in the retail store itself.
A) face-to-face B) over the phone C) via email D) None of these
- vii) A high credit score provides _____.
A) low credit worthiness B) high creditworthiness
C) moderate creditworthiness D) None of the above

Q.4 Answer ANY 5 out of the given 6 questions. (1x5=5)

- i) In electronic-based sale_____ is used.
A) EMI B) EDI C) EMC D) None of these
- ii) Indirect sales are the sales of a good or service by a_____.
A) manufacturer B) seller C) third-party D) None of these
- iii) _____ is the borrower's net worth.
A) Drawings B) Capital C) Risk D) None of these
- iv) The display of goods is prioritised on the basis of the manufacturer's_____.
A) competitiveness B) sale C) demand D) None of these
- v) Window display is the _____ originated sales promotion.
A) producer B) dealer C) retailer D) None of these
- vi) _____ sale refers to sales made to other businesses rather than individual consumers.
A) B2B B) B2C C) B2D D) None of these

Q.5 Answer ANY 5 out of the given 6 questions. (1x5=5)

- i) While dealing with customers it is important to always close the sale by making
A) customer doubtful B) customer happy
C) customer move away D) None of the above
- ii) When a sales associate is unable to answer a customer's query he or she must -
A) panic B) not panic C) leave the place D) None of these
- iii) Explicit characteristics of a product refers to_____.
A) the existence and attributes of the product
B) nature and attributes the product
C) Both (A) and (B)
D) None of the above
- iv) Physical configuration of a product refers to_____.
A) shape B) size C) weight D) All of these
- v) How is a sales associate supposed to respond to an angry customer?
A) Angrily B) Must apologise
C) Complain to the superior D) All of these
- vi) Many a times, angry customers like to be _____.
A) empathised with B) argued with C) fought with D) None of these

Q.6 Answer ANY 5 out of the given 6 questions. (1x5=5)

- i) When _____ customers are in the store or facility, make the time to chat with them briefly and ask if there's anything you can do for them.
a) retail b) valued c) demonstration d) debtor
- ii) A _____ to customers is a business necessity today, in order to attain customer loyalty.
a) support b) sale c) promise d) retail
- iii) The technique in which a sales associate assumes that the customer visiting the store will definitely buy the product is called _____.
a) natural close b) summary close c) alternative close d) None of these
- iv) The process of summarising the list of benefits the customer gets is known as _____.
a) final objection close b) summary close
c) cautionary tale close d) None of these
- v) A risk assessment examines the _____ conditions at a workplace
a) uneven flooring b) spills c) misplaced boxes d) hazardous
- vi) The information about a particular product can be provided as advertisements in _____.
a) newsletters b) CDs c) audio-tapes d) None of these

SECTION - B (Subjective type questions)

Answer ANY 3 out of the given 5 questions on Employability Skills. (2x3=6)

Answer each question in 20 – 30 words.

- Q.7 Define paranoid and schizoid personality disorders.
- Q.8 List any two barriers to entrepreneurship
- Q.9 What are the steps to insert a text box in a slide?.
- Q.10 Who are energy auditors and chief sustainability officers?
- Q.11 Self- motivation is the need of the hour. Write the importance of self-motivation.

Answer ANY 3 out of the given 5 questions in 20–30 words each. (2x3=6)

- Q.12 Store retailing is classified in how many categories? Explain.
- Q.13 What is the difference between a customer and consumer?
- Q.14 Write the importance of customer satisfaction.
- Q.15 How to check a customer's credit worthiness?
- Q.16 What are the techniques to encourage customers to buy products?

Answer ANY 2 out of the given 3 questions in 30–50 words each. (3x2=6)

- Q.17 What are the functions of retailer?
- Q.18 What are the factors to be kept in mind while undertaking health and safety measures at a retail store.
- Q.19 Write difference between condition and warranty.

Answer ANY 3 out of the given 5 questions in 50–80 words each. (4x3=12)

- Q.20 Write differences between organised and unorganised retail businesses.
- Q.21 What are the 4ps of customer service?
- Q.22 Write the skills required to become a sales associate.
- Q.23 What are the various methods of retail selling?
- Q.24 What are the essential elements of contract of sale?

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Name of the student _____ Section ____ Date - 09.02.2023 (Thursday)

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 - i. This section contains 18 questions.
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SECTION –A (Objective Type Questions)

- Q.1. Answer ANY 4 out of the given 6 questions on employability skills. (1x4=4)**
- (i) _____ shortcut key is used to create a new document in Libre office.
- (ii) .odt is the default extension , when we save a file in _____
A. Libre office B. MS word C. MS excel D. MS powerpoint
- (iii) 'you finish your homework immediately after the school so you have time to watch TV later in the evening'.
The above case is an example of _____.
A. Good time management B. Grooming C. Goal setting D. Self awareness.
- (iv) Do you think people living in hill stations can skip taking bath for many days?
A. No, irrespective of the climate one should take bath regularly.
B. Not taking bath for many days is acceptable.
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- (v) 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.
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- (vi) 'People always used taxis and auto rickshaws to go to different places, but they face problem in finding one on time, and paying a reasonable amount for it.'

Identify the type of customer needs mentioned in the above example.

- A. Served needs
B. Partially served needs
C. Unserved and known needs
D. Unknown needs.

Q.2. Answer ANY 5 out of the given 7 questions.

(1x5=5)

- (i). 'These customers do not have any specific item into their product list but an urge to buy what they find good and productive at that point of time. Handling these customers is a challenge as they are not particularly looking for a product and want the supplier to display all the useful products they have so that they can buy what they like from that display.'

Identify the type of customers in the given case.

- A. Wandering customers
B. Need-based customers
C. Impulsive customers
D. Discount

- (ii) Which type of customers are normally less in numbers but promote more sales and profit as compared to other customers and revisit the organisation over time?

- (A) loyal customer
(B) wandering customer
(C) impulse customer
(D) None of the above

- (iii) 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

- (iv) Sales associate help customers identify and purchase products they desire. Apart from selling, their duties includes _____.

- (v) 'To make a bilateral contract of sale there must be at least two parties. These parties must be _____.'

- (vi) In a contract of sale the consideration is _____.

- (vii) 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 these

Q.3. Answer ANY 6 out of the given 7 questions.

(1x6=6)

- i. 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

- ii. Which of these is not a skill?

- (A) Carpentry
(B) Reading and writing
(C) Cooking
(D) Rising up

- iii. 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

- iv. Customer service associates may interact _____ with customers in the retail store itself.

- (A) face-to-face
(B) over the phone
(C) via email
(D) None of these

- v. _____ measure creditworthiness of the customers.

- (a) Credit reporting agencies
(b) Agencies
(c) Marketers
(d) None of these

- vi. 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 these
- vii. 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

Q.4 Answer ANY 5 out of the given 6 questions. (1x5=5)

- i. _____ is the borrower's net worth.
- (A) Drawings (B) Capital (C) Risk (D) None of these
- ii. The display of goods is prioritised on the basis of the manufacturer's _____.
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(C) Both (A) and (B) (D) None of the above
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- iii. How is a sales associate supposed to respond to an angry customer?
- (A) Angrily (B) Must apologise (C) Complain to the superior (D) All of these
- iv. Many a times, angry customers like to be _____.
- (A) empathised with (B) argued with (C) fought with (D) None of these
- v. In which selling technique does a sales associate reasons for and the buyer's reasons against a product?
- (a) Lost sales approach (b) Summary close (c) Balance sheet close (d) None of these
- vi. Today, _____ continues to be an important tool for both consumers and manufacturers.
- (a) post-sales service support (b) phone call (c) customer data (d) trust

Q.6 Answer ANY 5 out of the given 6 questions. (1x5=5)

- i. The technique in which a sales associate assumes that the customer visiting the store will definitely buy the product is called _____.
- (a) natural close (b) summary close (c) alternative close (d) None of these

- ii. The process of summarising the list of benefits the customer gets is known as_____.
- (a) final objective close (b) summary close (c) cautionary tale close (d) None of these
- iii. When _____ customers are in the store or facility, make the time to chat with them briefly and ask if there's anything you can do for them.
- (a) retail (b) valued (c) demonstration (d) debtor
- iv. A _____ to customers is a business necessity today, in order to attain customer loyalty.
- (a) support (b) sale (c) promise (d) retail
- v. The information about a particular product can be provided as advertisements in _____.
- (a) newsletters (b) CDs (c) audio-tapes (d) None of these
- vi. A risk assessment examines the _____ conditions at a workplace
- (a) uneven flooring (b) spills (c) misplaced boxes (d) hazardous

SECTION - B (Subjective Type Questions)

Answer ANY 3 out of the given 5 questions on Employability Skills. (2x3=6)

Answer each question in 20 - 30 words.

- Q.7 Write any two difference between the attitude of Employees and entrepreneurs
- Q.8 'Grooming is the process of making yourself look neat, tidy and clean'. Keeping in view the importance of grooming, Explain any two guidelines for good grooming.
- Q.9 What is the function of the Manage option in libre office writer?.
- Q.10 'Self motivation is simply the force within you that drives you to do things'. In this context explain the first two steps in building self motivation.
- Q.11 Draw a diagram for 'The business cycle.

Answer ANY 3 out of the given 5 questions in 20 - 30 words each. (2x3=6)

- Q.12. Discuss any two ways to encourage colleagues to follow health and safety norms.
- Q.13. What are the promises related to easy shopping? (Any 2 points)
- Q.14 What are customer service standards?(Any 2 points)
- Q.15. 'Condition is the arrangement, which should be present at the time of happening of another event, whereas warranty is a written guarantee.' In the above context differentiate between Condition and Warranty in not more than two points excluding the basis 'meaning'.
- Q.16. How do sales associates help customers in deciding what to buy? (Any 2 points)

Answer ANY 2 out of the given 3 questions in 30- 50 words each. (3x2=6)

- Q.17. What is brand loyalty? Explain any 2 importance of brand loyalty with example.
- Q.18. Explain the last 3 steps involved in personalized sales service?
- Q.19. What are the company's laws and policies on data protection? (Any 3 points)

Answer ANY 3 out of the given 5 questions in 50- 80 words each. (4x3=12)

- Q. 20. Discuss the company procedure for evacuation in a retail store. (Any 4 points)
- Q.21. Explain two ways of maintaining customer information? What are two important benefits for maintaining records of customer information?
- Q.22. What do you mean by customer motivation? Why is it needed? (Any 3 points)
- Q.23. Discuss the need for arranging the products in a retail store.
- Q.24. What do you mean by customer service policy? What are the policies for giving information to the customers?