

HALF YEARLY EXAMINATION, 2024-25

RETAIL

Time – 3:00 Hrs.

Class – XI

M.M. : 60

Date – 12.09.2024 (Thursday)

Name of the student _____ Section _____

GENERAL INSTRUCTIONS:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 18 =24) questions, student 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. Marks allotted are mentioned against each question/part.
7. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - I) This section has 06 questions.
 - II) Do as per the instructions given.
8. **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.

SECTION A: OBJECTIVE TYPE QUESTIONS

- Q. 1 Answer ANY 4 out of the given 6 questions on Employability Skills. (1x4=4)**
- i Which of the following options can be added to a header? 1
A. Page number B. Title C. Date D. All of these
- ii Arrange the following words into correct sequence and choose the correct option from the options given below:- 1
death before times their cowards many die
1 2 3 4 5 6 7
A. 2431756 B. 4657123 C. 5763241 D. 6375124
- iii Introducing a boy, a girl said, "He is the son of the daughter of the father of my uncle." 1
How is the boy related to the girl?
A. Brother B. Nephew C. Uncle D. Son-in-law
- iv Which keyboard shortcut is used to paste copied or cut content? 1
A. Ctrl + C B. Ctrl + V C. Ctrl + X D. Ctrl + Z
- v _____, often known as 'areas for improvement', refers to the things we don't do well or aren't very good at. 1
A. Weaknesses B. Strength C. Interest D. Abilities
- vi .odt is the default extension, when we save a file in _____ 1
A. Libre Office B. MS word C. MS excel D. MS Powerpoint
- Q. 2 Answer ANY 5 out of the given 7 questions. (1 x 5 = 5)**
- 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 _____. 1
A. Purchase requisition B. Requisition C. Credit requisition D. None of these

- ii State whether the following statement is True or False: 1
Retailing is the final step in the distribution of goods.
- iii Which of these is not a skill? 1
 A. Carpentry B. Reading and Writing C. Cooking D. Rising up
- iv Why is a credit check important for a retailer? 1
 A. It ensures that the customer is paying in cash.
 B. It helps in assessing if the customer is creditworthy by providing information on their financial history and obligations.
 C. It guarantees that the retailer will not face any financial risks.
 D. It eliminates the need for any customer consent before a transaction.
- v The credit requisition document requires information about the _____. 1
 A. Items which are not desired B. Desired items or services
 C. General information D. Both A and C
- vi Which customer service function involves interacting with potential customers, answering their questions, and suggesting information about products and services? 1
 A. Pre-sales B. Technical support
 C. Social media customer services D. Customer support
- vii Match the columns: 1
- | Column A | Column B |
|------------------------|----------------------------------|
| 1. Character | a. Borrower's cash flow |
| 2. Capacity | b. Borrower's property |
| 3. Capital | c. Economic or industrial Events |
| 4. Collateral | d. Borrower's net worth |
| 5. Conditions | e. Borrower's integrity |
| A 1-a,2-b,3-c,4-d,5-e | B. 1-a,2-b,3-c,4-e,5-d |
| C. 1-e,2-a,3-c,4-d,5-b | D. 1-e, 2-a,3-d, 4-b, 5-c |
- Q. 3 Answer ANY 6 out of the given 7 questions. (1x6=6)**
- i Package design is the sales promotion technique initiated by the _____. 1
 A. producer B. consumer C. retailer D. None of these
- ii Which sales promotion technique involves providing trade-offs or cash incentives to retailers? 1
 A) In-store activities B) Point-of-sale display material
 C) Trade incentives D) Direct promotion to customers
- iii Registration and maintenance is compulsory in _____ retail business. 1
 A. Store B. Organized C. Unorganized D. Non store
- iv Physical configuration of a product refers to _____. 1
 A. shape B. size C. weight D. All of these
- v Payment or credit history depicts how a person meets debt obligations, which establishes _____ of a person. 1
 A. personal history B. the financial character
 C. Non-financial character D. None of these



Which kind of store is depicted in the picture above?

- A. Departmental Store B. Independent Retailer
C. Franchise Operations D. Consumer Cooperative store

- vii Coupons are the best example of _____ for the customer. 1
A. trade incentives B. direct promotion C. in-store activities D. None of these

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

- i Which strategy focuses on educating customers and building trust through knowledgeable interactions? 1
A) Promote positivity: Use a positive retail experience to enhance customer emotions and sales.
B) Offer testers: Allow customers to try out the product before making a purchase decision.
C) Encourage brand loyalty: Provide rewards and incentives to motivate repeat purchases.
D) Inform the customer: Emphasize the benefits of the product or service and build trust through knowledgeable guidance.
- ii Which of the following is the most commonly used floor plan in Indian retail industry and is economical as well? 1
A. Diagonal floor plan B. Straight floor plan
C. Angular floor plan D. Geometric floor plan
- iii Which of the following statements is/are correct? 1
I. Sale is an act of selling a product in return for money.
II. Sale is the beginning of a relation between customer and vendor or extension of that relationship.
III. Proforma sales and agency-based sales are examples of retail selling methods.
Select the correct answer using the code given below:
A. I and III only B. II and III only C. I,II and III only D. Neither I nor II
- iv _____ is the risk involved in offering credit. 1
A. Financial risk B. Reduced cash flow C. Increased cash flow D. None of these
- v Why is there a need to have skilful sales associates? 1
A. For display of merchandise B. For interacting with customers
C. For promoting loyalty among customers D. All of these

- vi In business and commerce, which of the following best describes an end-user? 1
 A) An entrepreneur who purchases goods for resale.
 B) A business that buys products in bulk to distribute them.
 C) An individual or business that sells goods to other businesses.
 D) An individual or business that is the actual consumer of the goods and does not sell them further.
- Q. 5 Answer ANY 5 out of the given 6 questions. (1 x 5 = 5)**
- i Creditworthiness of customers can also be determined by studying and analysing _____ of business. 1
 A. income statement and balance sheet B. income statement only
 C. balance sheet only D. None of these
- ii _____ associate is also referred to as customer service associate. 1
 A. Sales B. Purchase C. Finance D. Store
- iii A person who regularly buys milk from the supermarket is a _____. 1
 A) loyal customer B) wandering customer
 C) impulsive customer D) All of these
- iv _____ sale refers to sales made to other businesses rather than individual consumers. 1
 A. B2B B. B2C C. B2D D. None of these
- v Which of the following is an example of Corporate retail chain? 1
 A. Mc Donald's B. Reliance C. Pizza Hut D. Van Heusen
- vi _____ service refers to all the things a retailer does for the care of their valued customers after they buy their product. 1
 A. Pre sales B. Post-sales C. Customer service D. Aftercare
- Q. 6 Answer ANY 5 out of the given 6 questions. (1 x 5 = 5)**
- i A requirement or event that should be performed before the _____, is known as Condition. 1
 A. completion of another action B. agreement C. treatment D. None of these
- ii Wholesalers operate between _____ and retailers. 1
- iii State whether the following statement is True or False : 1
 Customer satisfaction increases customer churn.
- iv What is a 'credit check'? 1
 A) A process of verifying the identity of a customer before granting access to a service.
 B) A procedure to evaluate the creditworthiness of an individual or business by reviewing their credit history and financial status.
 C) A system used to track the inventory levels and order history of a business.
 D) An assessment of a customer's ability to meet the physical requirements of a product or service.
- v Indirect sales are the sales of a good or service by a _____. 1
 A. manufacturer B. seller C. third-party D. None of these

- vi Vendors usually set _____ based on information in the application of the person seeking credit. 1
- A. credit limits B. debit limits C. standard limits D. None of these

SECTION B: SUBJECTIVE TYPE QUESTIONS

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

Answer each question in 20 – 30 words.

- Q. 7 Write any two importance of non-verbal communication. 2
- Q. 8 How do you insert a table in LibreOffice writer document? 2
- Q. 9 'Grooming is the act of making oneself appear neat, orderly, and smart.' Keeping in view the importance of grooming, explain any two benefits of good grooming. 2
- Q. 10 What is Header and Footer in Word Document? 2
- Q. 11 Explain any two steps to build Networking Skills. 2

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

- Q. 12 Write any two functions of retailer. 2
- Q. 13 Explain any two essential elements of contract of sale? 2
- Q. 14 Explain the term product symbolism in two points. 2
- Q. 15 Mention the various information to be collected from the customer for credit check. 2
- Q. 16 Write any two benefits of credit sales. 2

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

- Q. 17 Explain any 3 types of Customers. 3
- Q. 18 Write any three differences between condition and warranty. 3
- Q. 19 Explain any three key pieces of information that must be included in a credit requisition document. 3

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

- Q. 20 Explain in detail the 4 Ps of customer service. 4
- Q. 21 Differentiate between organised and unorganised retail business. (Any four points) 4
- Q. 22 Explain any four selling methods used in retail business. 4
- Q. 23 Explain the process of credit application in detail. 4
- Q. 24 A customer is interested in purchasing a new smartphone and has asked you about the key attributes of the product. As a sales associate, you need to ensure that the customer is fully informed about the explicit characteristics of the product, which are agreed upon by both the customer and the manufacturer. 4

Identify and explain any four attributes of a product that a sales associate should address when discussing its explicit characteristics with a customer

