

DYNAMICS OF RETAILING (401)

Sample Question Paper

ClassX - 2018-19

Time: 2Hours

M.M.:50

General Instructions:

1. Question paper is divided into two sections: Section-A and Section- B.
2. **Section–A:**
 - i. Multiple choice question/Fill in the blanks/Direct Questions of 1 mark each. Answer any 10 questions out of the given 12 questions.
 - ii. Very Short Answer of 2 marks each. Answer any 5 questions from the given 7 questions.
 - iii. Short Answer of 3 marks each. Answer any 5 questions from the given 7 questions.
3. **Section–B:**Long/Essay type questions of 5 marks each. Answer any 3 questions from the given 5 questions.
4. All questions of a particular section must be attempted in the correct order.
5. Pleasecheck that this question paper contains 31 questions out of which 23 questions are to be attempted.
6. The maximum time allowed is 2 hrs.

SECTION –A

Tick the correct answer (1mark each).

Answer any 10 questions out of the given 12 questions:

1. Distribution method includes **(1)**
 - a. Assorted service
 - b. Corporate chain
 - c. Self-service.
 - d. Both a and c
2. Body language can be categorize into **(1)**
 - a. Posture
 - b. Gesture
 - c. Both of the above
 - d. None of the above
3. In the men apparel the following subclass does not exist. **(1)**
 - a. Skirts
 - b. Shirts
 - c. Pants
 - d. Pyjamas

4. The blend of straight floor and diagonal store layout is called ----- (1)
a. Free flow layout
b. Grid layout
c. Rack layout
d. Spine layout
5. Retail sales record of restricted procedures, electronic or written must be kept for minimum of - (1)
a. Two years
b. Three years
c. Four years
d. Five years
6. The invoice or documentation must indicate - (1)
a. Name and address of consignor /seller.
b. Quantity by brand
c. Both of the above
d. None of the above
7. Which of the following activities comes under housekeeping (1)
a. School admission
b. Hoover the floor
c. Purchase of material
d. Sales of flat
8. Lateral communication refers to message conversed between people (1)
a. On the same level
b. All levels
c. Both the above
d. None of the above
9. Informal communication involves (1)
a. Smiling
b. Gesticulation
c. Both the above
d. None of the above
10. Retail jobs are required to (1)
a. Repetitive motions
b. Heavy lifting.
c. Long period of standing
d. All the above.
11. OSHA stands (1)
a. Organizational Safety and Health Activity
b. Occupational Safety and Health Administration
c. Occupational Safety and Hygiene Administration
d. None of the above
12. The computer monitor should be placed from the user is (1)
a. 10 -20 inches
b. 15 -25 inches
c. 18 -30 inches
d. 25 -40 inches

Very Short Questions: (2 marks each).

Answer any 5 questions out of the given 7 questions:

13. Explain the term E-tailors. (2)
14. List out the rights of merchandising. (2)
15. How has the store design led to the store's success? (2)
16. What are the key factors of retail billing? (2)
17. What are the safety requirements for material handling? (2)
18. What are communication barriers? (2)
19. What are health care activities in retail business? (2)

Short Questions: (3 marks each).

Answer any 5 questions out of the given 7 questions:

20. What is the meaning and importance of retailing. (3)
21. Explain the duties of Junior Merchandiser? (3)
22. What do you mean by Store layout? (3)
23. What is retail loading and unloading? (3)
24. What are the safety requirements for material handling? (3)
25. Describe the important rule in verbal communication? (3)
26. What is the importance of personal grooming? (3)

SECTION –B

Long/Essay type questions (5 marks each).

Answer any 3 questions out of the given 5 questions:

27. What is the difference between visual merchandising and window display? (5)
28. Explain the tips for store design and also write the objectives. (5)
29. Write the difference between Retail and Wholesale Billing. (5)
30. What are the roles and responsibilities of private security guards? (5)
31. Write the difference between upward and downward communication? (5)