

RETAIL SERVICES (744)
(2018-19)
CLASS XII

TIME: 3 HOURS

Max. Marks: 60

BLUEPRINT OF SAMPLE QUESTION PAPER

UNIT NO.	UNIT NAME	SECTION -A			SECTION -B	TOTAL No. of Questions
		MCQ / FILL IN THE BLANKS/ DIRECT QUESTIONS	VERY SHORT ANSWER QUESTION	SHORT ANSWER QUESTIONS	LONG/ ESSAY TYPE QUESTION	
		1 MARK EACH	2 MARKS EACH	3 MARKS EACH	5MARKS EACH	
I	Advances in Retailing	2	1	1	-	4
II	Display of products and satisfy customer needs	2	1	1	1	5
III	Non store Retailing	2	1	1	1	5
IV	Event management in Retailing	2	1	1	2	6
V	Visual Merchandise	2	1	1	1	5
VI	Retail point of Sale –An overview	1	1	-	1	3
VII	Retail information system (RIS)	1	1	2	1	5
TOTAL QUESTIONS		12	7	7	7	33
NO. OF QUESTIONS TO BE ATTEMPTED BY A CANDIDATE		Any 10	Any 5	Any 5	Any 5	25
TOTAL MARKS		10x1 = 10	5 x 2 = 10	5 x 3 = 15	5 x 5 = 25	60 MARKS

- This question paper contains 33 questions out of which the candidate needs to attempt only 25 questions.
- Question paper will be divided into two sections:
 - SECTION A:**
 - **Multiple Choice Questions/Fill in the blanks/Direct questions:** There will be 12 questions of 1 mark each. A candidate needs to attempt any 10 questions (**Marks 10 x 1 = 10**).
 - **Very short answer type questions:** There will be 7 questions of 2 marks each. A candidate needs to attempt any 5 question. (**Marks 5 x 2 = 10**).
 - **Short answer type questions:** There will be 7 questions of 3 marks each. A candidate needs to attempt any 5 questions (**Marks 5 x 3 = 15**).
 - SECTION B:**
 - **Long answer/ Essay type questions:** There will be 7 questions of 5 marks each. Students need to attempt any 5 questions (**Marks 5 x 5 = 25**).