

# **RETAIL SERVICES (744)**

## **Sample Question Paper**

**ClassXII - 2018-19**

**Time: 3Hours**

**Max. Marks:60**

### **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 5 questions from the given 7 questions.*
4. *All questions of a particular section must be attempted in the correct order.*
5. *Please check that this question paper contains 33 questions out of which 25 questions are to be attempted.*
6. *The maximum time allowed is 3 hrs.*

### **SECTION –A**

#### **Answer any 10 questions out of the given 12 questions:**

1. The Retailer is a direct link between **(1)**
  - a. Consumer and retailer
  - b. Manufacturer and wholesaler
  - c. Manufacturer and consumer
  - d. Middleman and the consumer
2. Each of the following is associated with \_\_\_\_\_ in retailing research **(1)**
  - a. Manufacturer
  - b. Producer
  - c. Partnership
  - d. Kirana stores
3. Which of the following is not a supermarket display technique **(1)**
  - a. Angled merchandise
  - b. Colour
  - c. Containers and Props
  - d. Curtains
4. CMMS stands for **(1)**
  - a. Computerized Maintenance management system
  - b. Customer Maintenance management system
  - c. Consumer Maintenance management system
  - d. Computerized Maintenance management software

5. Which one of the following is not the sub feature of shopping cart? (1)
- a. SSL Security
  - b. Customer management
  - c. Product management
  - d. Variety of payment and shipping modules
6. Getting a good return from telemarketing investments will require (1)
- a. Logistic supplies
  - b. Call center technologies
  - c. Brand loyalty
  - d. Planning
7. AV cue sheet means \_\_\_\_\_ sheet (1)
- a. Assessment and visual
  - b. Audio and visual
  - c. Audio and venue
  - d. None of the above
8. Health board permission is required for selling the \_\_\_\_\_ (1)
- a. flowers
  - b. Fish products
  - c. Decorative Material
  - d. Meat and meat products
9. The series of free standing shelves are used primarily for folded and packaged merchandise called (1)
- a. Gondolas
  - b. Vitrines
  - c. Round racks
  - d. None of the above
10. The furniture that holds and display the majority of merchandise called (1)
- a. Tables
  - b. Fixture
  - c. Counters
  - d. All of the above
11. The exchange of data between two firms or individually comes under (1)
- a. RFID
  - b. EDI
  - c. RIS
  - d. UPC
12. Which of the following is the sequence of POS activity (1)
- a. Scanning, Receiving payments, Printing bills, Cash drawer
  - b. Receiving payments, Scanning, Printing bills, Cash drawer
  - c. Printing bills, Cash drawer, Receiving payments, Scanning
  - d. Cash drawer, Printing bills, Receiving Payments, Scanning

**Very Short Questions: (2 marks each).**

**Answer any 5 questions out of the given 7 questions:**

13. Write the names of retailing mix variables. (2)

- |   |   |     |
|---|---|-----|
| 14. What are the characteristics of Sales Supervisor?       | 2 | (2) |
| 15. What are the disadvantages of E-shopping for consumers? |   | (2) |
| 16. What do you mean by event management?                   |   | (2) |
| 17. What is a window display?                               |   | (2) |
| 18. What is POS in retail store?                            |   | (2) |
| 19. Write the uses of RIS.                                  |   | (2) |

**ShortQuestions: (3marks each).**

**Answer any 5 questions out of the given 7 questions:**

- |   |     |
|---|-----|
| 20. Write the difference between Merchandising plan and Financial plan. | (3) |
| 21. What does it mean to be Customer- cent                              | (3) |
| 22. Elaborate the attributes of E- marketing.                           | (3) |
| 23. State the elements of venue management.                             | (3) |
| 24. Differentiate between displays and seasonal displays.               | (3) |
| 25. Explain the types of RIS.   | (3) |
| 26. Write the benefits of IT in Retailing.                              | (3) |

**SECTION –B**

**Long/Essay type questions (5 marks each).**

**Answer any 5 questions out of the given 7 questions:**

- |   |     |
|---|-----|
| 27. Write the Duties and responsibilities of Sales Supervisor.                    | (5) |
| 28. List out the seven C's of E- marketing.                                       | (5) |
| 29. List out the principles of logistics in detail.                               | (5) |
| 30. What are the retail promotion tips should be followed by the event organizer. | (5) |
| 31. Discuss the ideas of visual merchandise in a retail store.                    | (5) |
| 32. Explain the components of POS in detail.                                      | (5) |
| 33. Write the benefits of RIS.  | (5) |