

RETAIL SERVICES (744) Sample Question Paper

Class XII - 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)
- SSL Security
 - Customer management
 - Product management
 - Variety of payment and shipping modules
6. Getting a good return from telemarketing investments will require (1)
- Logistic supplies
 - Call center technologies
 - Brand loyalty
 - Planning
7. AV cue sheet means _____ sheet (1)
- Assessment and visual
 - Audio and visual
 - Audio and venue
 - None of the above
8. Health board permission is required for selling the _____ (1)
- flowers
 - Fish products
 - Decorative Material
 - Meat and meat products
9. The series of free standing shelves are used primarily for folded and packaged merchandise called (1)
- Gondolas
 - Vitrines
 - Round racks
 - None of the above
10. The furniture that holds and display the majority of merchandise called (1)
- Tables
 - Fixture
 - Counters
 - All of the above
11. The exchange of data between two firms or individually comes under (1)
- RFID
 - EDI
 - RIS
 - UPC
12. Which of the following is the sequence of POS activity (1)
- Scanning, Receiving payments, Printing bills, Cash drawer
 - Receiving payments, Scanning, Printing bills, Cash drawer
 - Printing bills, Cash drawer, Receiving payments, Scanning
 - 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)