

# **CBSE – DEPARTMENT OF SKILL EDUCATION**

**RETAIL (SUBJECT CODE 401)**

**Sample Question Paper**

**Class X (Session 2019–2020)**

**Time: 2 Hours**

**Max. Marks: 50**

## **General Instructions:**

1. *This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.*
2. **Part A: Employability Skills (10 Marks)**
  - i. *Answer any 4 questions out of the given 6 questions of 1 mark each.*
  - ii. *Answer any 3 questions out of the given 5 questions of 2 marks each.*
3. **Part B: Subject Skills (40 Marks):**
  - i. *Answer any 10 questions out of the given 12 questions of 1 mark each.*
  - ii. *Answer any 4 questions from the given 6 questions of 2 marks each.*
  - iii. *Answer any 4 questions from the given 6 questions of 3 marks each.*
  - iv. *Answer any 2 questions from the given 4 questions of 5 marks each.*
4. ***This question paper contains 39 questions out of which 27 questions are to be answered.***
5. *All questions of a particular part/section must be attempted in the correct order.*
6. *The maximum time allowed is 2 hrs.*

## **PART A: EMPLOYABILITY SKILLS (10 MARKS)**

**Answer any 4 questions out of the given 6 questions of 1 mark each:**

1.	List the elements of personal communication with their percentages in the order of importance.	(1)
2.	Enlist uses of word processor.	(1)
3.	What are different categories of stress causal agents?	(1)
4.	Why do we need stress management?	(1)
5.	Which factors cause ecological imbalance?	(1)
6.	Define green economy.	(1)

**Answer any 3 questions out of the given 5 questions of 2 marks each:**

7.	How can we use facial expressions as a mode of communication?	(2)
8.	How does “find and replace” feature works?	(2)
9.	Describe two stress management techniques.	(2)
10.	How can we conserve natural resources?	(2)
11.	Why do you think green economy is important?	(2)

**PART B: SUBJECT SKILLS (40 MARKS)**

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

12.	Most important mode of retail transportation is - a) Rail b) Air c) Road d) Water	(1)
13.	Objective of retail transportation is - a) improve quality of goods b) reduce production wastage c) increase in sales d) timely delivery to customer	(1)
14.	This is not one of the mode of retail transportation - a) e-mail b) road c) air d) water	(1)
15.	The purpose of effective store layout is (a) To earn profit (b) Better shopping experience to customers (c) Attract the target potential customers (d) All of the above	(1)
16.	Ideally, a store design should include: (a) Adequate non selling space for the assorting the stocks (b) Big room for the stores manage (c) Maximum returns per square foot and flexibility in store design (d) None of the above	(1)
17.	The blend of straight floor and diagonal floor layout is called (a) Free flow layout (b) Grid layout (c) Rack Layout (d) Spine layout	(1)

18.	Following is not a type of General Merchandise Retailers a) Discount Stores b) Specialty Stores c) Category Specialists d) Public limited company	(1)
19.	_____ is a type of rights of merchandising a) Market b) Environment c) Quantity d) Warehouse	(1)
20.	In the men apparel the following subclass does not exist. a) Skirts b) Shirts, Pants c) Pajama d) Kurta	(1)
21.	Personal security guards are also called a) Black Cats b) Bouncers c) Both a and b d) None of the above	(1)
22.	Bouncers are a) Move around b) Private security c) For external and internal business d) Personal security	(1)
23.	Security guards stay at one place and may use electronic surveillance system to monitor people a) Static people b) Personal security c) Private security d) Corporate security	(1)

**Answer any 4 questions out of the given 6 questions of 2 marks each:**

24.	List two objectives of retail transportation?	(2)
25.	What is Retail loading and unloading?	(2)
26.	Define a) Merchandise b) Merchandise planning	(2)
27.	Discuss two types of general merchandise retailers.	(2)
28.	Describe two techniques of Visual Merchandising.	(2)
29.	What is the importance of effective housekeeping?	(2)

**Answer any 4 questions out of the given 6 questions of 3 marks each:**

30.	Analyze how retail delivery service through three agencies - Home Delivery, Dynamex and CKDC is different.	(3)
31.	Discuss four steps of retail delivery process.	(3)
32.	Elaborate on the purpose of a good store layout.	(3)
33.	What are the functions of a visual merchandiser?	(3)
34.	Discuss the principles of visual merchandising.	(3)
35.	Elaborate on three different types of security guard.	(3)

**Answer any 2 questions out of the given 4 questions of 5 marks each:**

36.	Elaborate on the problems associated with retail transport	(5)
37.	Analyse different forms of layout in a retail store and discuss the advantages of one over another.	(5)
38.	Discuss the duties and responsibilities of junior merchandiser.	(5)
39.	What are assignment instructions?	(5)