

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE - 801)

CLASS XII (SESSION 2021-2022) BLUE-PRINT FOR SAMPLE QUESTION PAPER FOR TERM -1

Max. Time Allowed: 90 Minutes (1½ Hr.)

Max. Marks: 30

PART A - EMPLOYABILITY SKILLS (05 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS (1 MARK EACH)
1	Communication Skills-IV	2
2	Self-Management Skills-IV	2
3	Information and Communication Technology Skills-IV	2
TOTAL QUESTIONS		6 Questions
NO. OF QUESTIONS TO BE ANSWERED		Any 5 Questions
TOTAL MARKS		1 x 5 = 5 marks

PART B - SUBJECT SPECIFIC SKILLS (25 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS (1 MARK EACH)
1.	Display of Product & Satisfy customer Needs	06
2.	Non- Store Retailing	06
3.	Retail Point – of Sale : An Overview	13
TOTAL QUESTIONS		32 Questions
NO. OF QUESTIONS TO BE ANSWERED		25 Questions
TOTAL MARKS		1 x 25 = 25 marks

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Max. Time Allowed: 90 Minutes (1½ Hrs.)

Max. Marks: 30

General Instructions:

1. Please read the instructions carefully
2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
3. Section A is of 05 marks and has 06 questions on Employability Skills.
4. Section B is of 20 marks and has 25 questions on Subject specific Skills.
5. Section C is of 05 marks and has 07 competency-based questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.
8. All questions must be attempted in the correct order

SECTION A

Answer any 5 questions out of the given 6 questions on Employability Skills

(1 x 5 = 5 marks)

1.	Which of the following is not a benefit of active listening? a) It helps us build connections. b) It helps you build trust. c) It helps you identify and solve problems. d) It gives rest to our body.	1
2.	Which of the following is not a step of active listening? a) Contact b) Absorb c) Reflective Feedback d) Post	1
3.	Self-motivation doesn't lead to which of the following a) It increases individual's energy and activity. b) It directs an individual towards specific goals. c) It makes one lazy d) It affects cognitive processes and learning strategies used for completing similar tasks.	1

4.	Which of the following is not a source of motivation? a) Music b) Books c) Activities d) Limiting thoughts	1
5.	Spreadsheet programs have become very popular not because of which of the following features: a) Built-in functions make calculations easier, faster, and more accurate. b) Large volumes of data can be easily handled and manipulated. c) Data can be exported to or imported from other software. d) Formulae are not automatically recalculated whenever underlying data values are changed.	1
6.	What is the difference between MAX and MIN functions in Calc? a) The MAX function is used to find the maximum of numbers in a given range of cells and the MIN function is used to find the minimum of values in the given range of cells b) The MAX function is used to find the maximum numbers in a given range of cells and the MIN function is used to find the minimum of numbers in the given range of cells c) The MAX function is used to find the maximum prime numbers in a given range of cells and the MIN function is used to find the minimum of prime numbers in the given range of cells d) The MAX function is used to find the maximum of even numbers in a given range of cells and the MIN function is used to find the minimum of odd values in the given range of cells	1

SECTION B

Answer any 20 questions out of the given 25 questions

(1 x 20 = 20 marks)

7.	Display slow-moving and low-priced items from the customer's reach. a) Farthest b) Nearest c) Closest d) Above	1
8.	Always use display space for impulse and promotional items. a) Remote b) Counter c) Highest d) Lowest	1
9.	Use signs to call attention to hot items in each department. a) Point of sale b) Traffic c) Small d) Confusing	1

<p>10.</p>	<p>The best-selling height on any display is between and level.</p> <ul style="list-style-type: none"> a) Shoulder and top of the head b) Eye and belt c) Stomach and knee d) Hands and Legs 	<p>1</p>
<p>11.</p>	<p>Arrangement, light and color attention to any display.</p> <ul style="list-style-type: none"> a) Turn off b) Repulse c) Dissect d) Attract 	<p>1</p>
<p>12.</p>	<p>The 'Point-of-Sale' is where the customer comes to for his/her purchase.</p> <ul style="list-style-type: none"> a) Check b) Return c) Pay d) Try 	<p>1</p>
<p>13.</p>	<p>Retailers should provide greater customer satisfaction and loyalty through providing more offerings to particular customer segments or groups.</p> <ul style="list-style-type: none"> a) Unusual b) Sophisticated c) Costly d) Relevant 	<p>1</p>
<p>14.</p>	<p>..... is responsible for maintenance or change in product displays including those required for periodic sale events.</p> <ul style="list-style-type: none"> a) Retail supervisor b) Floor boy c) Area Manager d) Cashier 	<p>1</p>
<p>15.</p>	<p>An effective strategy seeks to find the balance between what's right for the customer and what's right for the organization.</p> <ul style="list-style-type: none"> a) Contract b) Capacity c) Contact d) Capability 	<p>1</p>
<p>16.</p>	<p>An effective contact strategy alignsgoals with commercial objectives and customer needs.</p> <ul style="list-style-type: none"> a) Income and performance b) Incentives and freedom c) Income and freedom d) Incentives and performance 	<p>1</p>
<p>17.</p>	<p>Retail supervisor is responsible for purchases of products for sale and purchases <ul style="list-style-type: none"> a) Supplies b) Space on rent c) Insurance for the goods d) Snacks for employees </p>	<p>1</p>

18.	Benefits of e-retailing for customers include: a) Pressure on margins and prices in-store b) After sales care difficulties c) Better information d) Premium charged for delivery	1
19.	Purchase and sale of goods between consumers and retailers using the internet is also referred to as the: a) B2B Market b) B2C Market c) B2AMarket d) B2K Market	1
20.	Which one of the following is the feature of marketing promotion and tools in e-retailing? a) RSS feed allow users to subscribe to the content feeds b) Multiple database version backups c) Fail over/cluster hardware firewalls d) Biometric access control to data center	1
21. marketing is limited by the ability of the consumer to access and use Internet services. a) Electronic b) Traditional c) Store d) Transit	1
22. marketing methods enable an organization to personalize messages or more effectively select the targeted clientele. a) Traditional b) Electronic c) Event d) Mass	1
23.	All the prices and quantities are logged in the system through a a) Gate b) Register c) X Ray Machine d) Bar code scanner	1
24.	Copy of the transaction is printed by a a) Typewriter b) Phone c) Vending machine d) POS Equipment	1
25.	Point-of-sale marketing utilizes.....to catch a shopper's attention. a) Expressions b) Display c) Music d) Fragrance	1

26.	Point-of-sale marketing, commonly known as..... a) Word of mouth publicity b) Buzz marketing c) Guerilla marketing d) Point of Purchase advertising	1
27.	POS marketing often results in impulsive a) And aggressive behavior b) Buying and purchases c) Remorse and return d) Decoration and display	1
28.	'Promotion' and 'Marketing Communications' are interchangeable terms. a) True b) False c) Sometime true d) Sometime false	1
29.	What is a push strategy? a) communications strategy aimed at distributors b) marketing strategy with a customer focus c) communications strategy aimed at consumers d) hard sell marketing strategy e) low-budget corporate strategy	1
30.	Retailing is a marketing function which _____. a) Sells products to other business. b) Sells products to a company that resells them. c) Sells products to final consumers. d) Sells products for ones own use	1
31.	Salesforce.com was one of the first to deliver customer relationship management (CRM) software over the internet. Many companies are using CRM to create more sales with existing customers. All of these companies are banking on the increasing importance of _____ as a growing source of sales a) Media convergence b) Distribution elasticity c) E-commerce d) Sales force automation	1

SECTION C
(COMPETENCY BASED QUESTIONS)

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

32.	<p>Always place impulse purchases, such as magazines and candy, near the cash Register. Why?</p> <ul style="list-style-type: none"> a) As consumers wait to pay for their purchases, these displays may attract them to buy more. b) As consumers wait to pay for their purchases, these displays may repel them to buy more. c) As consumers wait to pay for their purchases, these displays may postpone further buying d) As consumers wait to pay for their purchases, these displays may lead to repulsion and remorse 	1
33.	<p>What does it mean to be customer-centric?</p> <ul style="list-style-type: none"> a) The organization and the store are built in the center of the city/town. b) The organization and the store are built from the competitor perspective. c) The organization and the store are built from the company perspective. d) The organization and the store are built from the customer perspective. 	1
34.	<p>How businesses can push online purchases?</p> <ul style="list-style-type: none"> a) Businesses must expend significant time and money to push purchases on train b) Businesses must expend significant time and money to define, design, develop, test, implement, and maintain the physical store. c) Businesses must expend significant time and money to define, design, develop, test, implement, and maintain the web-store. d) Businesses must refrain from spending significant time and money on the maintenance of the web-store. 	1
35.	<p>Geo targeting can help boost business. How?</p> <ul style="list-style-type: none"> a) It can determine the geolocation (the physical location) of a heritage site with geolocation software, and delivers the content to the website visitor b) It can determine the type of visitor with geolocation software, and delivers content related to crops and weather c) It can determine the geolocation (the physical location) of a website visitor with geolocation software, and delivering different content to that visitor based on his or her location, such as country, region/state, city etc. d) It can determine the geolocation (the physical location) of a website visitor with geolocation software, and delivering different content to that visitor based on his or her age, gender, income and occupation 	1

36.	<p>Tele marketing is first stage of sales process. How?</p> <p>a) It can be used for marketing by making a phone call</p> <p>b) It can be used for database building, lead generation, customer retention, cross selling and market research.</p> <p>c) It can be used for marketing with a remote</p> <p>d) It can be used for door to door identification of customers</p>	1
37.	<p>Why POS displays need to be eye catching?</p> <p>a) They need to be catchy to get customer attention.</p> <p>b) They need to be catchy to divert away customer attention to other fellow customers</p> <p>c) They need to be catchy so that customers feel happy about their purchases</p> <p>d) They need to be catchy so that customer feel entertained while waiting for their turn</p>	1
38.	<p>What is impulse buying?</p> <p>a) Buying of goods in a pulse</p> <p>b) Buying of goods without planning</p> <p>c) Feeling the pulse of the market and</p> <p>d) making customers buy the product</p> <p>e) On seeing very costly products customers hold their breath</p>	1