

# **CBSE – DEPARTMENT OF SKILL EDUCATION**

**RETAIL (SUBJECT CODE -801)**

**Sample Question Paper**

**Class XII (Session 2019–2020)**

**Time: 3 Hours**

**Max. Marks: 60**

## **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 5 questions from the given 7 questions of 2 marks each.*
  - iii. *Answer any 5 questions from the given 7 questions of 3 marks each.*
  - iv. *Answer any 3 questions from the given 5 questions of 5 marks each.*
4. *This question paper contains 42 questions out of which 30 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 3 hrs.*

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

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

|    |                                    |     |
|----|------------------------------------|-----|
| 1. | Define Listening.                  | (1) |
| 2. | What is self-Motivation?           | (1) |
| 3. | Give any one source of motivation. | (1) |
| 4. | What are handouts?                 | (1) |

|    |  |     |
|----|--|-----|
| 5. | Define a green building.                 | (1) |
| 6. | Name any one entrepreneurial competency. | (1) |

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

|     |  |     |
|-----|--|-----|
| 7.  | What are the attributes of an active listener?             | (2) |
| 8.  | Define paranoid and schizoid personality disorders.        | (2) |
| 9.  | What are the steps to insert a text box in a slide?        | (2) |
| 10. | List any two barriers to entrepreneurship                  | (2) |
| 11. | Who are energy auditors and chief sustainability officers? | (2) |

## **PART B: SUBJECT SKILLS (50 MARKS)**

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

|     |  |     |
|-----|--|-----|
| 12. | The ability to recruit good sales people is one of the key traits an effective sales supervisor possesses.<br>True / False | (1) |
| 13. | Purchase and sale of goods between consumers and retailers using the internet is also referred to as the _____ Market.     | (1) |
| 14. | Define retail POS.   | (1) |
| 15. | What is back office server?  | (1) |
| 16. | What can be done by bar-code scanner?  | (1) |
| 17. | Why do we need magnetic stripe readers?  | (1) |
| 18. | It's the responsibility of _____ to see that every cash counter is managed properly.                                       | (1) |
| 19. | _____ allows setting of multiple exchange prices for the same product  | (1) |
| 20. | Auto recovery and _____ is possible is connection with server is distributed.  | (1) |

|     |  |     |
|-----|--|-----|
| 21. | Telecom billing process includes _____ and _____ payments from the customers.  | (1) |
| 22. | Inventory handling involves _____ and _____ that identify inventory requirements, set targets and handle all functions related to the tracking and management of material. | (1) |
| 23. | _____ is a unique identifier for each distinct product and service that can be purchased.  | (1) |

**Answer any 5 questions out of the given 7 questions of 2 marks each:**

|     |   |     |
|-----|---|-----|
| 24. | What is point-of-sale in a retail store?                      | (2) |
| 25. | What is a bar code scanner                                    | (2) |
| 26. | Wastage of shelf space can be caused by which activities?     | (2) |
| 27. | What are two types of e mail marketing?                       | (2) |
| 28. | When do we assume that a billing is successful?               |     |
| 29. | Draw comparison between wholesale billing and retail billing. | (2) |
| 30. | Describe two considerations for preparing physical inventory. | (2) |

**Answer any 5 questions out of the given 7 questions of 3 marks each:**

|     |   |     |
|-----|---|-----|
| 31. | What is Telecom Retail Billing?                           | (3) |
| 32. | What is Swipe Card Reader Interface ?                     | (3) |
| 33. | What can be achieved by a well planned sale or promotion? | (3) |

|     |  |     |
|-----|--|-----|
| 34. | Discuss three B2C marketing strategies.          | (3) |
| 35. | Describe three types of call center technologies | (3) |
| 36. | What are the types of accounting?                | (3) |
| 37. | Why do we keep stock or inventory?               | (3) |

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

|     |  |     |
|-----|--|-----|
| 38. | How can we ensure good return from telemarketing investment? | (5) |
| 39. | Describe the process of point of sale.                       | (5) |
| 40. | What are the main goals that Security Solutions should meet? | (5) |
| 41. | Describe the characteristics of accounting.                  | (5) |
| 42. | Discuss the functions of accounting.                         | (5) |