

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE -801)

Blue-print for Sample Question Paper for Class XI (Session 2022-2023)

Max. Time: 3 Hours

Max. Marks: 60

PART A - EMPLOYABILITY SKILLS (10 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	
1	Communication Skills- III	1	1	2
2	Self-Management Skills- III	2	1	3
3	ICT Skills- III	1	1	2
4	Entrepreneurial Skills- III	1	1	2
5	Green Skills- III	1	1	2
TOTAL QUESTIONS		6	5	11
NO. OF QUESTIONS TO BE ANSWERED		Any 4	Any 3	07
TOTAL MARKS		1 x 4 = 4	2 x 3 = 6	10 MARKS

PART B - SUBJECT SPECIFIC SKILLS (50 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANS. TYPE QUES.- I	SHORT ANS. TYPE QUES.- II	DESCRIPTIVE/ LONG ANS. TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	3 MARKS EACH	4 MARKS EACH	
1	Fundamentals of retailing	7	1	0	1	9
2	Process of credit application	6	0	2	0	8
3	Mechanism for customers to choose right products	6	2	1	1	10
4	Specialist support to customers	7	1	0	2	10
5	Health and safety management	6	1	0	1	8
TOTAL QUESTIONS		32	5	3	5	45
NO. OF QUESTIONS TO BE ANSWERED		26	Any 3	Any 2	Any 3	34
TOTAL MARKS		1 x 26 = 26	2 x 3 = 6	3 x 2 = 6	4 x 3 = 12	50 MARKS

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE -801)

Sample Question Paper for Class XI (Session 2022-2023)

Max. Time: 3 Hours

Max. Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section has 06 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i	Name a command is used to insert or delete a table in a document and format it?	1
ii	Which of the following is not entrepreneurial value to be followed by entrepreneur? A. Independence B. Honesty C. Disrespect D. Trust	1
iii	Which of the following points highlight the importance of dressing appropriately, looking decent and positive body language. A. Promotes self-respect B. Boost self confidence C. It's a step to overall improvement D. Every expression leaves no impression	1
iv	Which of the following is not a part of 4 R's of sustainability? A. Refuse B. Reduce C. Recycle D. Recreate	1
v	_____ is a feeling of certainty that something exists and is true, especially one without proof. A. Value B. Like C. Dislike D. Belief	1
vi	Which type of communication aim for both side to win in a situation balancing one's rights with the rights of others?	1

Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i	A _____ is a request for credit. A. Credit requisition B. Credit reporting C. Credit record D. Credit check	1
ii	Which of the following is a process for managing the prevention of work-related injuries and diseases at the workplace? A. Health and safety program B. Visual merchandising C. Product display D. Retailing	1
iii	_____ sale refers to sales made to other business rather than individual consumers. A. B2B B. B2C C. B2D D. Indirect Sales	1
iv	The credit reporting agencies measures the _____ of customers.	1
v	Which of the following does not relate to five Cs of credit worthiness? A. Character B. Capacity C. Capital D. Creativity	1
vi	What should be made available to reduce seriousness of injury in retail stores?	1

vii	_____ is the borrower's net worth. A. Drawings B. Capital C. Risk D. Condition	
-----	--	--

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i	Window display is the _____ originated sales promotion.	1
ii	A risk assessment examines the _____ conditions at a workplace. A. Uneven flooring B. Spills C. Misplaced boxes D. Hazardous	1
iii	Which of these is not essential element of a contract of sale? A. Mannequin B. Transfer of property C. Money consideration D. Goods	1
iv	Registration and maintenance is compulsory in _____ retail business. A. Store B. Organized C. Unorganized D. Non store	1
v	What is the full form of OHS?	1
vi	A retailer before extending credit should verify a customer to repay, among other things. A. Personality B. Ability C. Religion D. Gender	1
vii	Keeping a _____ will help avoid risk of robbery and shoplifting. A. Security guard B. Sales man C. Fireman D. Receptionist	
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	CRM is abbreviated as _____.	1
ii	Which of the following is the most commonly used floor plan in Indian retail industry and is economical as well. A. Diagonal floor plan B. Straight floor plan C. Angular floor plan D. Geometric floor plan	1
iii	Which of the following is a specific skill? A. Carpentry B. Team work C. Time management D. Self motivation	1
iv	_____ and recording of accidents and emergencies are legal requirements for a retail store. A. Enjoying B. Shouting	1

	C. Reporting D. Running	
v	A person who regularly buys milk from the supermarket is a _____ customer. A. Wandering B. Loyal C. Impulsive D. Discount	1
vi	How will the sales executive respond when an item is not available to the customer?	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	VPN is abbreviated as _____. A. Visual Private Network B. Virtual Protocol Network C. Virtual Private Network D. Virtual Protocol Networking	1
ii	_____ is an ability to do work with expertise.	1
iii	Which of the following should be up to date for customer data protection? A. IT system B. Music system C. Home theatre D. Retail outlet	1
iv	_____ is a web based sale. A. Indirect sale B. Direct sale C. Auction date D. Electric - based	1
v	Which of the following is an example of Franchising? A. MC Donald's B. Reliance C. Bata D. Louis Philippe	1
vi	_____ service refers to all the things a retailer does for the care of their valued customers after they buy their product.	1

Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	In retailing, products are also called as _____.	1
ii	_____ operate between manufacturers and retailers. A. Retailer B. Manufacturer C. Wholesaler D. Consumer	1
iii	_____ is the item offered for sale. A. Visual Merchandising B. Retail store C. Product D. Store layout	1
iv	The local Kirana Shop is an example of _____ retailing.	1
v	_____ highlights various product offerings along with their brief description. A. Store area B. Point of sale C. Product webpage D. Audio tapes	1

vi	Give the Full form of CSA.	1
----	----------------------------	---

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)

Answer each question in 20 – 30 words.

Q. 7	Entrepreneurs often exhibit certain attitudes. List any two of them.	2
Q. 8	What do you mean by stakeholders in green economy? Give example.	2
Q. 9	Name all the parts of speech.	2
Q. 10	What is the function of manage option?	2
Q. 11	Write the importance of personal hygiene.	2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

Q. 12	Define Ergonomics. Give example.	2
Q. 13	Name the various types of agents who are involved in agency- based sales.	2
Q. 14	How product information does help the customer?	2
Q. 15	Define the term 'customer satisfaction'	2
Q. 16	Define B2B sales.	2

Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)

Q. 17	Write the objectives of sales promotions.	3
Q. 18	Mention any two characteristics of credit sales.	3
Q. 19	Define credit requisition.	3

Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

Q. 20	Explain 4 Ps of customer service.	4
Q. 21	What is the system of reporting accidents and emergencies to the right person?	4
Q. 22	What are the techniques for encouraging customers?	4
Q. 23	Explain the types of promises made to customers.	4
Q. 24	Nishant works in a retail store at the post of sales associate. One day he finds that a customer is getting upset for a variety of reasons. While some of these reasons are justified, and others are not as much. The customer was getting angry at Nishant. How will he deal with this customer? Explain.	4