

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE - 401)

Blue-print for Sample Question Paper for Class X (Session 2023-2024)

Max. Time: 2 Hours

Max. Marks: 50

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- II	1	1	2
2	Self-Management Skills - II	2	1	3
3	ICT Skills - II	1	1	2
4	Entrepreneurial Skills - II	1	1	2
5	Green Skills - II	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 (40 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	DESCRIPTIVE/ LONG ANS. TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	4 MARKS EACH	
1	Delivery of Goods	6	1	1	8
2	Retail Store Operations	6	2	1	9
3	Merchandise Planning	6	2	2	10
4	Security operation and Housekeeping in Retail	6	1	1	8
TOTAL QUESTIONS		24	6	5	35
NO. OF QUESTIONS TO BE ANSWERED		20	Any 4	Any 3	27
TOTAL MARKS		1 x 20 = 20	2 x 4 = 8	4 x 3 = 12	40 MARKS

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Sample Question Paper for Class X (Session 2023-2024)

Max. Time: 2 Hours

Max. Marks: 50

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **21 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 (5 + 16 =) 21 questions, a candidate has to answer (5 + 10 =) 15 questions in the allotted (maximum) time of 2 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (24 MARKS):**
 - i. This section has 05 questions.
 - ii. Marks allotted are mentioned against each question/part.
 - iii. There is no negative marking.
 - iv. Do as per the instructions given.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (26 MARKS):**
 - i. This section has 16 questions.
 - ii. A candidate has to do 10 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.	The communication which helps to understand others' thoughts and feelings: a) Verbal Communication b) Non-verbal Communication c) Visual Communication d) Written Communication	1
ii.	Having conscious knowledge of your own self, capabilities, feelings and one's own character is called as _____. a) Self- Awareness b) Self- Motivation c) Self- Regulation d) Self- Assessment	1
iii.	Which of the following is NOT a physical sign of stress? a) Dry mouth b) Guilt c) Fatigue d) Cold hands	1
iv.	This allows the user to change various settings in a computer: a) Search Box b) Taskbar c) Control Panel d) Recycle Bin	1
v.	Which of the following is the Managerial function of an entrepreneur? a) Idea discovery b) Planning c) Detailed investigation d) Assembling the requirements	1
vi.	One of the best solutions to get rid of non-biodegradable waste is: a) Burning b) Dumping c) Recycling d) Burying	1

Q. 2	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	_____ payment feature allows processing of unsettled bills. a) Due bill b) Settled bill c) Unsettled bill d) Detail bill	1
ii.	Billing accuracy is most important factor for – (a) Customer satisfaction (b) Reseller satisfaction (c) Purchase satisfaction (d) Retailer satisfaction	1

iii.	Hazardous material must be loaded and unloaded a) quickly b) carefully c) do not handle d) carelessly	1
iv.	Which of the following system is used for wholesale billing? a) ZNTEC b) DNTEC c) HNTCE d) INTEC	1
v.	Give the main Objective of retail transportation.	1
vi.	EDI stand for a) Electronic data interchange b) Electronic device interchange c) Electronic delivery interchange d) Electronic digital interchange	1

Q. 3	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Reliance Fresh is an example of ____plan. a) Mixed layout plan b) Diagonal floor plan c) Angular floor plan d) Straight floor plan	1
ii.	The ISO specified Symbol for the First Aid Kit is (a) Red Cross on a green background. (b) White Cross on a green background. (c) Red Cross on a white background. (d) Green Cross on a white background	1
iii.	Identify the management that pertain to the handling of products in a store. a) Technology b) Marketing c) Promotion d) Inventory	1
iv.	S stands for _____ in SOP in retail a) Simple b) Straight c) Standard d) Survey	1
v.	It minimizes the variation and promotes standardization through consistent implementation of a process or procedure within the organization. a) Standard operating procedure b) marketing c) labor practices d) closing procedure	1
vi.	Name of the floor that plan makes optimum use of the walls, and utilizes the space in the most judicious manner.	1

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Give two examples of impulse buying product.	1
ii.	_____ is a type of rights of merchandising a) Market b) Environment c) Quantity d) Warehouse	1
iii.	Which of the following is not factor of Merchandise Planning? a) Attracting customer b) Increase sales c) Profit maximization d) Standardization	1
iv.	It is very important function of merchandiser that he will guide and train buyers as and when the need arises. a) Directing b) Planning c) Coordinating d) Controlling	1
v.	At supplier's level which is not the function of merchandiser? a) Visits to suppliers of select goods b) Negotiate a price c) Order the goods d) Make payments	1
vi.	Food merchandising does not consist of a) Restaurants b) Grocery stores, c) Ice-cream Parlor d) Footwear	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	A _____ is a room serving as an operations center where a facility or service can be monitored and controlled. a) Waiting room b) Rest room c) Execution room d) Control room	1
ii.	The full form of CCTV is _____. a) Closed circuit television b) Closed control television c) Closed circular television d) Closed clear television	1
iii.	Personal security guards are also called known as_____ a) Black Cats b) Red cats c) Black dogs d) White dogs	1

iv.	Which of the following would you check to see if a material is considered hazardous? a) The product labels b) Purchasing record c) Material safety data sheet d) Hazardous material inventory.	1
v.	Name any two benefits covered under Employee State Insurance Scheme.	1
vi.	In which year the PSARA Act was implemented? a) 2003 b) 2004 c) 2005 d) 2006	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. 6	Write any four C's of Communication.	2
Q. 7	Give any two benefits of working independently.	2
Q. 8	What is an Operating system?	2
Q. 9	Mention any two positive impacts of entrepreneurship on society.	2
Q. 10	Explain the importance of education towards sustainable development?	2

Answer any 4 out of the given 6 questions in 20 – 30 words each (2 x 4 = 8 marks)

Q. 11	What do you understand by Telecom Billing?	2
Q. 12	Mention any two advantages of Straight Floor Plan.	2
Q. 13	List out the Objectives for a Store Design. (any2)	2
Q. 14	Define Merchandise Planning.	2
Q. 15	How a planogram is useful for Visual merchandisers?	2
Q. 16	What is Housekeeping?	2

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

Q. 17	State any four Objectives of Retail Transportation.	4
Q. 18	“A good store layout serves many purposes”. List out any four purposes served by a good store layout.	4
Q. 19	“Visual merchandising is the art of displaying merchandise in a store to attract customers and increase sales”. Throw some light on the principles used in Visual merchandising.	4

Q. 20	<p>A middle-aged lady accompanied by a gentleman walks into a hypermarket, located in a metro city. She takes a trolley and starts shopping for groceries, while the gentleman looks around, and finally approaches the apparel section. The lady is seen to be checking her cell phone frequently and checking the label of products as she attempts to pick up. However, she is seen to return many products back to the shelf and pick up very few for purchase. There were several sections where the lady didn't touch any product. In the meantime, the gentleman looked confused, checking out some pyjamas.</p> <p>Answer the following questions on the basis of the above case study.</p> <p>a) What could have reduced the confusion of the gentleman and helped him save time and take better decision while shopping?</p> <p>b) What could be the reason for the lady to return many products to shelf after checking them out, and not picking up many products of some sections of the store while navigating?</p>	4
Q. 21	State any four Eligibility criteria followed for the Security Guard.	4