

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE - 401)

Blue-print for Sample Question Paper for Class X (Session 2024-2025)

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 2024-2025)

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)	
1.	Election campaigns are the example of _____communication. a) Public b) Small Group c) Written d) Interpersonal	1
2.	Name any two stress management techniques.	1
3.	Nisha usually arrives late to work. She does not submit her assignments on time. She sometimes gets carried away in certain activities and forgets the main tasks in hand. Identify which of the following skill she is lacking. a) Stress management b) Time management c) Self confidence d) Self-awareness	1
4.	To move an item, you need to click it, and then holding the mouse button down, move the item to a new location. After you move the item to the new location, you release the mouse button. This is called _____.	1
5.	The money used to start a business is called_____. a) Capacity b) Claim c) Capital d) Cash	1
6.	In SDGs the alphabet S stands for: a) Suitable b) Survival c) Symmetrical d) Sustainable	1

Q. 2	Answer any 5out of the given 6 questions (1 x 5 = 5 marks)	
1.	Auto recovery and _____is possible is connection with server is distributed.	1
2.	Wholesale billing can also be settled using _____system.	1
3.	Which of the following Billing systems is famous for retail billing? a) Amdocs b) Ascade c) Intec d) Ahdocs.	1
4.	Billing accuracy s most important factor for- a) Customer satisfaction b) Reseller satisfaction c) Purchase satisfaction d) Maufacturer satisfaction	1
5.	Name the feature which allows setting of multiple exchange prices for the same product.	1

6.	Billing accuracy is the most common factor for- a) Customer satisfaction b) Reseller satisfaction c) purchase satisfaction d) wholesaler satisfaction	1
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Q. 3	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
1.	Reliance Fresh is an example of _____store layout. a) Straight Floor Plan b) Diagonal Floor Plan c) Angular Floor Plan d) mixed layout	1
2.	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
3.	_____designs are usually found in small specialty stores and within large stores' departments.	1
4.	Retailers use _____to draw customers into the store and entice them to purchase goods and services. a) Planning strategy b) Calculating strategy c) Invitation strategy d) Marketing strategy	1
5.	Emergency services should be available _____hours a day. a) 24 b) Limited c) Special d) weekly	1
6.	Which method allows goods to be purchased by instalments.	1

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
1.	Car, jewelry are the examples of _____products. a) Convenient b) Comfort c) Luxury d) impulse	1
2.	The display of the merchandise plays an important role in attracting the _____	1
3.	Who among the following Manager would be responsible for merchandising activities for particular liens of merchandise? a) Finance Manager b) Production Manager c) Personnel Manager d) Divisional Merchandise Manager	1
4.	Which of the following is not a factor of Merchandise Planning? A. Attracting customers B. Increase sales C. Profit maximization D. Standardization	1
5.	_____ can communicate style, content, and price	1

6.	Which of the following element can be used by visual merchandisers in creating displays? a) Package b) Lighting c) Baskets d) Trolleys	1
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Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
1.	Define Housekeeping.	1
2.	In Control room, proper surveillance can be done by installing _____ in a room.	1
3.	In ASO, A stands for- a) Annual b) Assistant c) Assignment d) Allowance	1
4.	The short distance movement of material between two or more points refers to: a) Warehousing b) Transportation c) Material Handling d) Material management	1
5.	Security guards stay at one place and may use electronic surveillance system to monitor people a) Static security b) Personal security c) Private security d) Corporate security	1
6.	Give the full form of IPC	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	What is the use of E-mail communication?	2
Q. 7	Give the Four Steps for Effective Time Management.	2
Q. 8	Name any two methods to protect the data from theft and viruses.	2
Q. 9	List out any two the qualities of successful entrepreneur.	2
Q. 10	Define organic farming.	2

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

Q. 11	Define Telecom Billing.	2
Q. 12	“Store layout and design plays an important role in defining the store image.” Justify the statement	2
Q. 13	Write any two disadvantages of Angular Floor Plan.	2
Q. 14	Why Merchandise Planning is useful to the organizer?	2
Q. 15	Give steps to determine right assortment of merchandise	2
Q. 16	Name any four housekeeping tasks.	2

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

Q. 17	What are the objectives of retail transportation?	4
Q. 18	List out the Steps for Designing a Store Layout.	4
Q. 19	A merchandiser is responsible for particular lines of merchandise. For example, in a department store, there may be merchandisers for menswear, women’s wear, children’s wear etc. The basic duties of the merchandiser can be divided into how many areas? Explain.	4
Q. 20	Explain any four types of consumers products which can be purchased by the ultimate users for their daily needs.	4
Q. 21	Mr. Ratan is an owner of a Departmental store. In his area shoplifting incidents are increasing day by day. So, he planned to appoint a Security guard. According to you what eligibility criteria should be followed by him while appointing a security guard?	4