



**SINDHI HIGH SCHOOL, BENGALURU**  
**ANNUAL EXAMINATION [2024-25]**  
**SUBJECT: RETAIL (801), SET-1**

**Class: XI**  
**Date: 20/02/2025**  
**No of Sides:**

**Max Marks: 60**  
**Reading Time: 8:10 to 8:25 a.m**  
**Writing Time: 8:25 to 11:25 a.m**

**GENERAL INSTRUCTIONS:**

- Please read the instructions carefully.
- This Question Paper consists of 24 questions in two sections – Section A & Section B.
- Section A has Objective type questions whereas Section B contains Subjective type questions.
- 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.
- All questions of a particular section must be attempted in the correct order.
- **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
  - This section has 06 questions.
  - There is no negative marking.
  - Do as per the instructions given.
  - Marks allotted are mentioned against each question/part.
- **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
  - This section contains 18 questions.
  - A candidate has to do 11 questions.
  - Do as per the instructions given.
  - Marks allotted are mentioned against each question/part.

**SECTION A: OBJECTIVE TYPE QUESTIONS**

1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4marks)	Marks
i	Sending and understanding messages only through images or pictures is known as _____. A) Visual Communication    B) Verbal Communication    C) Non-verbal Communication D) Assertive Communication	1
ii	Networking is getting to know people, staying in touch with them over time and using their knowledge or skill in a way that it helps both parties. A) Recruiting    B) Networking    C) Training    D) Phrasing	1
iii	Goals are a set of dreams with a deadline to achieve them. A) Sales    B) Goals    C) Skills    D) Service	1
iv	Which among the following is not a Word processor application? A) LibreOffice Writer    B) Google Docs    C) Microsoft Word    D) Telegram	1
v	_____ means one's ability to work alone and have the confidence to make one's own decisions. A) Open Mindedness    B) Perseverance    C) Independence    D) Confidence	1
vi	What is the main role of the government in a green economy? (A) Making policies    (B) Making inventions    (C) Creating awareness    (D) Using new technologies	1
2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i	An Enterprise owned and managed by individual with the aim of fulfilling the needs and aspirations of their members is known as _____. Consumer cooperatives    Independent retailer stores    corporate retail chain    franchising	1
ii	The skill which helps for listening effectively and explaining the specific benefits of various products and services to customers is _____. A) Patience    B) Attentiveness    C) Acting skills    D) ) Communication skills	1
iii	Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. A) Customer satisfaction    B) Word of mouth    C) Customer support    D) Customer engagement	1
iv	Which of the following is not an essential requirement of retailers? A) Establish the shop where customers are attracted. B) Stock the goods which are needed by the customers.    C) Sell low quality goods at a competitive price.	1



iv	Identify the wrong statement: When a customer complains A) The sales associate needs to take the matter seriously B) Should ensure that the details being given by the customer are correct. C) There is no need to take up the matter to the store manager in case of employee complaints. D) None of the above	1
v	<b>Purchase decision</b> is a process of thinking that leads the consumer to identify the need. A) Financing decision B) Investment decision C) Dividend decision D) Purchasing decision	1
vi	Today, _____ continues to be an important tool for both consumers and manufacturers. A) Post-sales service support B) Phone call C) Customer data D) Trust	1
6	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i	Common accidents associated with power tools do not include A) Abrasions B) Cuts, lacerations C) Amputations, burns D) Musculoskeletal injuries	1
ii	It is the basic thing required when an injury occurs with employees at a retail store. A) Smoke detectors B) First aid kit C) ) Floor markers D) Personal protective equipment	1
iii	It is advised that employees should avoid long periods of repetitive movement, take microbreaks and change position” – this is to avoid A) Musculoskeletal injuries B) Boredom C) Electrocutation D) Explosions	1
iv	If an accident occurs at the retail store, the incident must be recorded in the ‘accident book’ A) Staff register B) Attendance book C) Employee records D) Accident Book	1
v		1
vi		1

### **SECTION B: SUBJECTIVE TYPE QUESTIONS**

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

7	Write any two differences between Formal greeting and Informal greeting. Formal greetings are used if you do not know the person. It is used to greet a senior, elderly people or people with whom we have formal relations like teachers or customers. This is used more often in schools, colleges, offices, in meetings and at work. Informal greetings are used when you talk to friends, family or know the person very well. This is used more in friendship group.	2
8	What is Self-Motivation? Write any two qualities of self-motivated people. Self-motivation is simply the force within you that drives you to do things. Self-motivation is what pushes us to achieve our goals, feel happy and improve our quality of life. In other words, it is our ability to do the things that need to be done without someone or something influencing us. They know what they want from life, they are focused, they know what is important, they are dedicated to fulfill their dreams	2
9	Give the steps to save a new word document. Saving a Word Document 1. Click on File and then click Save or Save As.This will open the Save As dialog box as shown in Figure 3.9. 2. Browse to the desired folder, type the filename (for example, Hello World) in the name textbox and click on Save.	2
10	Location-based Ideas An entrepreneur can come up with idea to serve needs of customer at a specific location. For example, in a small village in Rajasthan, where there is limited supply of pure drinking water, an entrepreneur can set up a business of selling water.	2
11	Role of the Government in achieving Green Economy • The government makes policies and provides funds for implementing plans and policies. • It makes legislations (laws), such as ‘The Environment (Protection) Act, 1986’ to protect the environment and take actions against law-breakers. • It sets up missions, such as the Green India Mission and National Solar Mission to act on green economy projects. • It works with scientists and educates the public on environmentally safe practices (pollution control, chemical-free farming).	2

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

12	Differentiate between Loyal customer and Discount customer. (a) Loyal customers: These types of customers are less in numbers but promote more sales and profit as compared to other customers. These customers revisit the organisation over time, hence, it is crucial to interact and keep in touch with them on a regular basis and invest much time and effort with them. (b) Discount customers: Discount customers are also frequent visitors but they are only a part of business when offered with discounts on regular products and brands or they buy only low-cost products.	2
13		2

14		2
15		2
16		2

**Answer any 2 out of the given 3 questions (3 x 2 = 6 marks)**

17	<p>Explain the benefits of Credit sales.</p> <ul style="list-style-type: none"> <li>• Meet the competition: When competitors are making sales on credit to customers, any business will need to do the same just to stay competitive.</li> <li>• Increase in sales: An increase in sales may or may not happen when one starts selling on credit. If your competitors are not offering credit terms, then you will gain sales by offering credit terms, because your customers will buy from you instead, of having to pay cash, of your competitors.</li> <li>• Better customer loyalty: Offering credit to customers indicates that you respect and trust them to pay before their due dates. Customers will reward these gestures of confidence by continuing to buy from you.</li> </ul>	3
18	<p>Explain the essential elements of Contract of sale.</p> <p>(a) Essential elements of a contract: All other essentials of a valid contract as per the Indian Contract Act, 1872, must be present. The parties of a contract must be competent, their consent must be free, and the object of contract must be lawful and so on. (b) Bilateral contract: To make a contract of sale there must be at least two parties. These parties must be distinct, that is, a seller and buyer. (c) Transfer of property: In a contract of sale the objective is to transfer the general property, from the seller to the buyer, in the case of goods. (d) Goods: The subject-matter of the contract of sale of goods, must be some goods. The purpose of this contract is to transfer the property in these goods from the seller to the buyer. (e) Price — the consideration: In a contract of sale the consideration is price. Price or consideration may be partly in money and partly in goods.</p>	3
19	<p>Explain the need for arranging the products.</p> <ul style="list-style-type: none"> <li>• Repeat customers: The basic reason for companies to rearrange products is to give their stores a fresh look. This keeps current customers come back to the store. Rearrangement of products displays more products to the customer, so they visit again and simultaneously sales volume increases.</li> <li>• Sales promotions: Retailers rearrange products for sales promotion. Rearrangement of stock increases customers.</li> <li>• Brand image: Some retailers rearrange products routinely to maintain their brand image. Monthly rearranging of products and changing of colour schemes is essential in building new and fresh style of product arrangements.</li> <li>• Seasonal: Retailers display products in one area. The retailers rearrange to display seasonal products.</li> </ul>	3

**Answer any 3 out of the given 5 questions (4 x 3 = 12 marks)**

20	<p>Explain 4P's of Customer service.</p> <p>(a) Promptness: A retailer should fulfill his promises by delivering products on time. There should be no delay in delivering the products or in the case of cancellation. (b) Politeness: Politeness here means putting the customers' needs before your own. It means consistently being welcoming, using their name, being respectful and interested in the customer. It means listening to them and watching language around customers. (c) Professionalism: All customer interactions should be professional. A retailer should demonstrate competence, knowledge and expertise in the field, and should avoid demonstrating anxiety, frustration, fear, or weakness. (d) Personalisation: A retailer should personalise a customer's experience. Clients appreciate when a business owner remembers their name, their preferences and their unique needs. Personalisation should be incorporated wherever possible in the service delivery. It makes clients feel valued and increases their loyalty and engagement towards the business.</p>	4
21	<p>Retail selling methods The various retail selling methods are as follows: (a) Direct sales: It refers to the direct personal demonstration and sale of products and services to the consumer. It consists of two business models, that is, single-level marketing and multilevel marketing. A direct sale makes money by selling products directly to consumers. (b) Proforma sales: The term proforma is used to describe a document that provides as a courtesy or satisfies minimum requirement, conforms to a norm or decisive, tends to be performed as a formality. The proforma sale refers to sales quote which is prepared in form of proforma invoice. (c) Agency-based: It is a contractual arrangement, in which the agent has the right to negotiate on the sale of principle's goods and services. In exchange the agent gets a commission or fee. The various types of agents who are involved in agency-based sales are: • Sales agents • Sales outsourcing through direct branded representation • Transaction sales • Consultative sales • Consignment sales • Telemarketing or telesales • Retail sales (d) Travelling salesman: They are a representative of a firm who visit shops and other businesses to show samples and gain orders. They are also called a commercial traveller, door-to-door salesman or a hawker. (e) Auction sale: It is a public sale. Customers who are willing can participate in an auction. Goods are sold to the highest bidder, that is, one who has quoted the highest price. (f) Business-to-business (B2B) sale: It refers to sales made by other businessman rather than an individual customer. An industrial or professional sale involves selling from one business to another. (g) Electronic-based sales: It is a web-based sale. It includes both business-to-business and business-to-consumer sales. For electronic-based sale Electronic Data Interchange (EDI) is used. (h) Indirect sales: Indirect sales are the sale of a good or service by a third-party, such as a partner or affiliate, rather than a company's personnel.</p>	4
22		4
23		4
24		4

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