



SINDHI HIGH SCHOOL, BENGALURU
PRE-FINAL EXAMINATION (2024-25)
SUBJECT : Retail (801)

Class: XI
Date: 04.01.2025
No of sides:03

Max.marks:60
Reading Time: 8:30am to 8:45 am
Writing Time: 8:45am to 11:45 am

General Instructions:

1. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
2. Section A has Objective type questions, Section B contains Subjective type questions.
3. **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.**
4. All questions of a particular section must be attempted in the correct order.
5. **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.
6. **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

1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4marks)	
i	Verbal communication takes place by using _____. (a) Words (b) Hand movement (c) Gestures (d) None of the above	1
ii	Ravi works hard to get the best student award at end of the year. What type of motivation is this? (a) Internal (b) External (c) Both internal and external (d) Not any specific type	1
iii	Which of the following can help you manage time better? (a) Talking to friends (b) Making a to-do-list (c) Making sure we don't miss our play time (d) Watching favourite movie	1
iv	Which menu option has the commands Save, Print and Close? (a) Insert (b) File (c) Tools (d) Format	1
v	A _____ plan is a detailed plan of what an entrepreneur wants to achieve through the business and how it will be achieved. (a) Business (b) Marketing (c) Finance (d) Human resource	1
vi	Which of the following actions would not help a green agriculture sector? (a) Using chemical fertilizers (b) Using organic manure (c) Growing vegetables using vermicompost (d) Buying or selling organic potatoes	1
2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i	Unorganized retail is confined to _____. (a) particular locality (b) different branches (c) chain of stores (d) All of the above	1
ii	The purpose of retail business is to _____. (a) go for partnership (b) make maximum promotion (c) extend to other localities (d) offer products and services	1
iii	Which type of customer is normally new in the industry and most of the times visit suppliers only for confirming their needs on products? (a) loyal customer (b) wandering customer (c) impulse customer (d) None of the above	1
iv	Which of these is a not feature of good customer service? (a) Politeness (b) Personalization (c) Promptness (d) False promise	1
v	Skill is a(n) _____. (a) inborn ability (b) learned ability (c) Both of the above (d)None of the above	1
vi	Which of these is a specific skill? (a) Team work (b) Time management (c) Barber work (d) None of the above	1
vii	Sales / customer service associate in retail may have similar duties to bank tellers which is (are) (a) counting money (b) cashing cheques (c) servicing accounts (d) All of the above	1
3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i	Which of these is not an essential element of a contract of sale? (a) Transfer of property (b) Money consideration (c) Goods (d) Bank Account	1

ii	Before retail firms extend credit to customer, it is the practice to check the customer's _____. (a) Religion (b) History (c) Educational qualification (d) None of the above	1
iii	The main objective of a credit check is to manage the risk of _____. (a) bad debts (b) credit Sales (c) cash Sales (d) None of the above	1
iv	Vendors usually set _____ based on information in the application of the person seeking credit. (a) credit limits (b) debit limits (c) standard limits (d) None of the above	1
v	The credit requisition document requires information about the _____. (a) items which are not desired (b) desired items or services (c) general information (d) None of the above	1
vi	Payment or credit history depicts how a person meets debt obligations, which establishes _____ of a person. (a) personal history (b) creditworthiness or the financial character (c) Non-financial character (d) None of the above	1
vii	Indirect sales are the sales of a good or service by a _____. (a) manufacturer (b) seller (c) third-party (d) None of the above	1
4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	Package design is the sales promotion technique initiated by the _____. (a) dealer/producer (b) consumer (c) retailer (d) None of the above	1
ii	Physical configuration of a product does not include _____. (a) shape (b) size (c) weight (d) Satisfaction	1
iii	Many a times, angry customers like to be _____. (a) empathized with (b) argued with (c) fought with (d) None of the above	1
iv	While dealing with customers it is important to always close the sale by making _____. (a) customer doubtful (b) customer happy (c) customer move away (d) None of the above	1
v	The technique in which a sales associate assumes that the customer visiting the store will definitely buy the product is called _____. (a) natural close (b) summary close (c) alternative close (d) None of the above	1
vi	In order to help a customer what to buy, a sales associates must have essential and up-to-date (a) techniques (b) product knowledge (c) Both (a) and (b) (d) None of the above	1
5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	The information about a particular product can be provided as advertisements in _____. (a) newsletters (b) CDs (c) audio-tapes (d) None of the above	1
ii	While giving information to the customers, a sales associate must be _____ with the customer. (a) polite and friendly (b) angry (c) rude (d) None of the above	1
iii	State whether the following is True or False Customer motivation is driven by his or her thoughts, feelings and beliefs.	1
iv	Tailoring interactions to individuals is crucial to make the _____ in Retail. (a) Sales (b) Production (c) Distribution (d) Break-even	1
v	A _____ to customers is a business necessity today, in order to attain customer loyalty. (a) Support (b) Sale (c) Discount (d) Retail	1
vi	State whether the following is True or False Online support includes assistance with technology in Post sales Service.	1
6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	Without proper ventilation, air in retail store starts to collect _____. (a) mold (b) fungus (c) bacteria or odour (d) All a), b) and c)	1
ii	A risk assessment examines the _____ conditions at a workplace (a) uneven flooring (b) spills (c) misplaced boxes (d) hazardous	1
iii	Risks which turn into emergencies at a retail store include _____. (a) uneven flooring (b) spills (c) misplaced boxes (d) All a), b) and c)	1
iv	Contact with electrical equipment can cause _____. (a) shock (b) trip (c) slip (d) None of the above	1
v	To deal with an accident it is important to instantly _____. (a) develop an initial plan (b) declare holiday (c) send letters (d) None of the above	1
vi	An emergency condition in retail does not include _____. (a) explosion (b) insect bite (c) rat menace (d) public holiday	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

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

7	What is assertive communication? Mention one advantage of it.	2
8	What is Grooming? How it will help to a retail sales associate?	2
9	What is header and footer? What is the advantage of header and footer?	2
10	What is the difference between manufacturing and trading business activities?	2
11	Explain the importance of the Swachh Bharat Abhiyan.	2

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

12	What is meant by ‘customer services’ and ‘customer satisfaction’?	2
13	Define: Straight floor plan and Diagonal floor plan.	2
14	What is meant by Closing of sale? Mention any 2 factors affecting Closing of sale.	2
15	Define Personalized service and Post sale service.	2
16	What is (a) Health and (b) Safety?	2

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

17	What is a Credit sale? Mention any two characteristics of Credit sale.	3
18	What is Credit check? Why do we need Credit check?	3
19	Mention the objectives of sales promotion.	3

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

20	Explain the functions of a Retailer.	4
21	Discuss the techniques of closing sales.	4
22	Explain the need for product information.	4
23	Explain four techniques to develop Customer loyalty.	4
24	Explain the ways to encourage colleagues to follow health and safety norms.	4

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