



**SINDHI HIGH SCHOOL, HEBBAL**  
**UNIT TEST-II [2024-25]**  
**SUBJECT: RETAIL (801)**

**Class: XI**

**Max Marks: 25**

**Date: 23.11.2024**

**Reading Time: 8:10 to 8:20 am**

**No of Sides: 02**

**Writing Time: 8:20 to 9: 20 am**

**General Instructions:**

- Question paper comprises three sections- A, B and C
- Section A- From question 1 to 9 are MCQ's of 1 mark each
- Section B- From question 10 to 11 are short answer type carrying 2 marks each
- Section C- From question 12 to 14 are long answer type carrying 4 marks each
- All questions are compulsory.

	SECTION – A	
<b>I</b>	<b>CHOOSE THE CORRECT OPTION:</b>	<b>1X9=9</b>
<b>1</b>	<b>..... sale refers to sales made to other businesses rather than individual consumers.</b> (a) B2B (b) B2C (c) B2D (d) None of the above	<b>1</b>
<b>2</b>	<b>Window display is the _____ originated sales promotion.</b> (a) producer (b) dealer (c) retailer (d) agent	<b>1</b>
<b>3</b>	<b>How is a sales associate supposed to respond to an angry customer?</b> (a) Angrily (b) Must apologise (c) Complain to the superior (d) All of the above	<b>1</b>
<b>4</b>	<b>The process of summarising the list of benefits the customer gets is known as _____.</b> (a) final objective close (b) summary close (c) cautionary tale close (d) alternative close	<b>1</b>
<b>5</b>	<b>Which shortcut key is used to create a new document?</b> (a) Ctrl+ c (b) Ctrl + n (c) Ctrl + m (d) Ctrl + d	<b>1</b>
<b>6</b>	<b>Which menu option has the commands Save, Print and Close?</b> (a) Insert (b) File (c) Tools (d) Format	<b>1</b>
<b>7</b>	<b>Ravi wrote an article on the benefits of sports. But everywhere he spelt the word sports as spots. Which option in the Spelling dialog box will you use to change all the wrong words to the right one in one go?</b> (a) Correct (b) always correct (c) Add to dictionary (d) correct all	<b>1</b>

<b>8</b>	<b>Which of the following statement is true?</b> (a) Headers are text or images inserted in the bottom margin. (b) If you insert a footer in one page, it will appear on all pages. (c) Headers are used to insert borders in a document. (d) You cannot insert date, time, page number, etc., in a header or footer.	<b>1</b>
<b>9</b>	<b>What is the shortcut to print a document?</b> (a) FILE > EXPORT (b) FILE > SEND (c) FILE > PRINT (d) FILE > EXIT	<b>1</b>
	<b>SECTION – B</b>	
<b>II</b>	<b>ANSWER THE FOLLOWING QUESTIONS BRIEFLY:</b>	<b>2X2=4</b>
<b>10</b>	Differentiate between direct sale and auction sale.	<b>2</b>
<b>11</b>	How to save a word document? Mention 2 stages.	<b>2</b>
	<b>SECTION – C</b>	
<b>III</b>	<b>ANSWER THE FOLLOWING QUESTIONS:</b>	<b>4X3=12</b>
<b>12</b>	Discuss the need for arranging the products in a retail store.	<b>4</b>
<b>13</b>	Explain the factors influencing closing of sales.	<b>4</b>
<b>14</b>	Mention the advantages of using a Word Processor.	<b>4</b>

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