



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

**Class: XI**

**Date: 16.12.2024**

**No of Sides: 01**

**Max Marks: 25**

**Reading Time: 8:15 to 8:25 am**

**Writing Time: 8:25 to 9: 25 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>	A ..... needs to know a product's features, benefits and whether it solves their problems before purchasing it. (a) Customer (b) Supplier (c) Cashier (d) Debtor	<b>1</b>
<b>2</b>	While giving information to the customers, a sales associate must be ..... with the customer. (a) Angry (b) Rude (c) Polite and friendly (d) None of the above	<b>1</b>
<b>3</b>	..... is a means of meeting the customer's needs more effectively and efficiently, making interactions faster and easier and, consequently, increasing customer satisfaction and the likelihood of repeat visits. (a) Demonstration (b) Personalisation (c) Gift Card (d) Discounts	<b>1</b>
<b>4</b>	..... is information held on file about customers by a store or other business, usually including names, contact details and buying habits. (a) Credit profile (b) Customer data (c) Invoice (d) Debenture	<b>1</b>
<b>5</b>	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	<b>1</b>
<b>6</b>	"Running an enterprise, or a business involves many failures. An entrepreneur is responsible to overcome these failures, learn from them and keep going, no matter what happens"- which value helps entrepreneur for this. (a) Open mindedness (b) Perseverance (c) Confidence (d) Independence	<b>1</b>
<b>7</b>	An ..... is a person who tries to meet needs of a customer through new ideas or ways of doing business and makes profit in return. (a) Entrepreneur (b) Innovator (c) Developer (d) Researcher	<b>1</b>
<b>8</b>	..... is one's tendency to respond in a certain way towards a certain idea, object, person, or situation. (a) Behaviour (b) Perception (c) Attitude (d) Response	<b>1</b>
<b>9</b>	Kartik has a factory that produces purified packaged drinking water. This is an example of a ..... (a) Service (b) Trading (c) Assembling (d) Manufacturing Business	<b>1</b>
	SECTION – B	
<b>II</b>	<b>ANSWER THE FOLLOWING QUESTIONS BRIEFLY:</b>	<b>2X2=4</b>
<b>10</b>	Give the meaning of (a) Customer motivation (b) Customer service policy.	<b>2</b>
<b>11</b>	What is Entrepreneurship? What is Service Business?	<b>2</b>
	SECTION – C	
<b>III</b>	<b>ANSWER THE FOLLOWING QUESTIONS:</b>	<b>4X3=12</b>
<b>12</b>	Explain the different ways of providing product information to customers.	<b>4</b>
<b>13</b>	Explain any four ways to motivate customers to buy.	<b>4</b>
<b>14</b>	Explain the values which make an entrepreneur successful.	<b>4</b>

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