

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE 801)

Blue-print for Sample Question Paper for Class XII (Session 2020-2021)

Max. Time: 3 Hours

Max. Marks: 60

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-IV	1	1	2
2	Self-Management Skills-IV	2	1	3
3	Information and Communication Technology Skills-IV	1	1	2
4	Entrepreneurial Skills-IV	1	1	2
5	Green Skills-IV	1	1	2
TOTAL QUESTIONS		6	5	11
NO. OF QUESTIONS TO BE ANSWERED		Any 4	Any 3	
TOTAL MARKS		1 x 4 = 4	2 x 3 = 6	10 MARKS

PART B - SUBJECT SPECIFIC SKILLS (50 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANS. TYPE QUES.- I	SHORT ANS. TYPE QUES.- II	DESCRIPTIVE/ LONG ANS. TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	3 MARKS EACH	4 MARKS EACH	
1	Display of Products and Satisfy Customer Needs	7	1	-	1	9
2	Non-store Retailing	6	-	2	-	8
3	Retail Point-of-Sale: An Overview	6	2	1	1	10
4	Billing and Accounting Procedures in Retailing	7	1	-	2	10
5	Inventory Handling	6	1	-	1	8
TOTAL QUESTIONS		32	5	3	5	45
NO. OF QUESTIONS TO BE ANSWERED		26	Any 3	Any 2	Any 3	
TOTAL MARKS		1 x 26 = 26	2 x 3 = 6	3 x 2 = 6	4 x 3 = 12	50 MARKS

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Max. Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 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 (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **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.
7. **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

Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	A mini saga is a piece of writing with exactly _____ words. a) 50 words b) 20 words c) 25 words d) 30 words	1
ii.	_____ Motivation is based on the physical needs to satisfy hunger and thirst.	1
iii.	Identify the Personality Disorder, "If a person is characterized by a pattern of persistent disregard for and violation of rights of others." a) Paranoid b) Antisocial c) Schizoid d) Avoidant	1
iv.	Functions are predefined formulae that perform calculations using specific values called arguments. (True/False)	1
v.	UNEP stands for _____.	1
vi.	In SMART Goals for an Entrepreneur, the alphabet A stands for _____. a) Artistic b) Attainable c) Available d) Attractive	1

Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	The person who is directly connected with rank and file or subordinates and acts as a vital link between the management subordinates _____.	1
ii.	"Dump bins" also called _____ for close out items. (buffer bins/ offer bins)	1
iii.	The retail market place is polarizing into a _____ forcing retailers to reorient their core strategies. (world of dreams/ world of extremes)	1
iv.	CMMS stands for a) Consumer Maintenance Management System b) Computerized Maintenance Management System	1

	c) Customer Maintenance Management System	
v.	Match the columns 1. Point of Production Retail store 2. Point of Storage Factory of farm 3. Point of Sale Warehouses	1
vi.	The actual hiring authority for the recruit of an employee rests in the hands of a _____	1
vii.	What do you called the ability to understand and meet the needs of Customer?	1

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	B2C stands for _____ in terms of online retailing.	1
ii.	_____ e-mails are the usually triggered on a customer's action with a company. (Direct e-mails/ Transactional e-mail)	1
iii.	Identify the Call Centre Technology allows people to work from home. a) Premise Call Centre Technology b) Office Call Centre Technology c) Virtual Call Centre Technology	1
iv.	The term e-business was coined by IBM's marketing and internet teams in 1996. (True/False)	1
v.	Name the marketing through Telecommunications.	1
vi.	Trace the method of advertising via e-mail whereby the recipient of the advertisement has consented to receive it.	1
vii.	_____ Readers are used to capture credit or debit card information to process sales.	1

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	POS system at retail store will most often have an _____ Cash Drawer.	1
ii.	_____ retrieve coded pricing information using laser beam for various items.	1
iii.	What refers to the area of a store where customers can pay for their purchases?	1
iv.	Identify the layout used by the modern Keyboards. qwerty layout a) Poverty layout	1

	b) Warty layout	
v.	The Point of Sale differs in a retail store and in a Restaurant. (True/False)	1
vi.	CLM stands for a) Customer Life Cycle Management b) Computerized Life Cycle Management c) Consumer Life Cycle Management d) Convergence Life Cycle Management	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Name the Reporting Tool that provides MIS reports that help in decision making, analyzing the trends and competition.	1
ii.	Name the process that includes receiving and recording payments from the customers.	1
iii.	Identify the concept throws light on the point that each transaction as two folds affect such as receiving and giving of the benefits. a) Dual aspect concern b) The cost concepts c) Going concern concept d) Business entity concept	1
iv.	Conventions are the customs or traditions guiding the preparation of accounting statements. (State True/ False)	1
v.	The important branches of accounting are: a) Financial Accounting b) Cost Accounting c) Management Accounting d) All of the above	1
vi.	Billing accuracy is most important factor for: a) Customer satisfaction b) Reseller satisfaction c) Purchase satisfaction d) None of the above	1

Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Which of the following methods it does not require daily monitoring of inventory traffic and figures? a) Perpetual method b) Periodic method	1

	c) Precise method	
ii.	LIFO stands for a) Least in first out b) Low in first out c) Last in first out	1
iii.	Running out of the inventory of an SKU means _____. a) Stock out b) Stock in c) Stock keeping	1
iv.	Inventory means a list of goods and materials available in stock by a business. (True/ False)	1
v.	Name the term used in business to refer to merchandise being offered for sale that was manufactured long ago but that has never been used.	1
vi.	SKU stands for _____.	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 7	List out the four steps of Active listening.	2
Q 8	Write the importance of Self-motivation	2
Q 9	What is the use of MIN function in Open Office Calc.	2
Q 10	Define the term Biofuel.	2
Q11	What do you understand by Entrepreneurial Competencies?	2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

Q 12	List out the Elements of Visual Merchandising.	2
Q 13	Give the two steps involved to a successful and accurate physical inventory handling Process-I	2
Q 14	Mention the key requirements that must be met by Modern POS system.	2
Q 15	Write the two broad categories of POS system.	2
Q 16	What are the main objectives of Accounting?	2

Answer any 2 out of the given 3 questions in 50– 80 words each (3 x 2 = 6 marks)

Q 17	State the advantages of Telemarketing.	3
Q 18	Keyboards are used with back office server. Explain the function of Keyboard.	3
Q 19	“E-Shopping is becoming popular now a days”. Accordingly Justify the statement by mentioning the important features of E-Shop.	3

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

Q. 20	“The organization and the Store are built from the Customer Perspective”. Investigate the statement to be Customer Centric and List out the strategies.	4
Q. 21	According to you, what are the three basic reasons for keeping an Inventory?	4
Q 22	Distinguish between Book Keeping and Accounting.	4
Q 23	“The key components of POS system work together in synchronization to give the best results to the Retailer”. List out the procedure steps of working.	4
Q 24	“Accounting is useful to the management as well as other users”. Clarify the statement by providing the functions of Accounting.	4