

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE -401)

Blue-print for Sample Question Paper for Class IX (Session 2022-2023)

Max. Time: 2Hours

Max. Marks: 50

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 – I	1	1	2
2	Self-Management Skills – I	2	1	3
3	ICT Skills – I	1	1	2
4	Entrepreneurial Skills – I	1	1	2
5	Green Skills - I	1	1	2
TOTAL QUESTIONS		6	5	11
NO. OF QUESTIONS TO BE ANSWERED		Any 4	Any 3	07
TOTAL MARKS		1 x 4 = 4	2 x 3 = 6	10 MARKS

PART B - SUBJECT SPECIFIC SKILLS (40 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	DESCRIPTIVE/ LONG ANS. TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	4 MARKS EACH	
1	Introduction to retailing	6	2	1	9
2	Receiving and Storage of goods	6	2	1	9
3	Stock levels in storage	6	1	2	9
4	Customer service	6	1	1	8
TOTAL QUESTIONS		24	6	5	35
NO. OF QUESTIONS TO BE ANSWERED		20	Any 4	Any 3	27
TOTAL MARKS		1 x 20 = 20	2 x 4 = 8	4 x 3 = 12	40 MARKS

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Sample Question Paper for Class IX (Session 2022-2023)

Max. Time: 2 Hours

Max. Marks: 50

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **21 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 (5 + 16 =) 21 questions, a candidate has to answer (5 + 10 =) 15 questions in the allotted (maximum) time of 2 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (24 MARKS):**
 - i. This section has 05 questions.
 - ii. Marks allotted are mentioned against each question/part.
 - iii. There is no negative marking.
 - iv. Do as per the instructions given.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (26 MARKS):**
 - i. This section has 16 questions.
 - ii. A candidate has to do 10 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.	Which of the following is NOT a C's of Effective Communication? a) Clear b) Correct c) Concrete d) Close	1
ii.	Expressing certainty or affirmation even in tough situations is refers as ____ a) Self control b) Self motivation c) Positive thinking d) Self confidence	1
iii.	Grooming is a term associated with a) Time management b) Problem solving c) Self management d) Neat and clean appearance	1
iv.	Short range wireless communication technology is known as ?	1
v.	Rahul is the owner of a Sports shop, Identify his type of business activity. a) Product business b) Service business c) Hybrid business d) Small business	1
vi.	In which year term Green Economy was firs coined?	1

Q. 2	Answer any 5out of the given 6 questions (1 x 5 = 5 marks)	
i.	Kirana stores are the examples of _____ retailing. a) Organized b) Unorganized c) Volume d) wholesale	1
ii.	Corporate retail chain is also called _____ a) Franchise b) Franchiser c) Chain retailer d) Independent retailer	1
iii.	Which of the following is a Global retailer? a) Reliance b) V-Mart c) Walmart d) Trent limited	1
iv.	What is full form of GDP?	1
v.	Which one of the following is NOT an example of e-tailing? a) Amazon b) Snapdeal c) Flipkart d) Big Bazaar	1
vi.	What are the Stores having small size and located in residential area known as ?	1

Q. 3	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Goods which are tangible in nature is known as ____	1
ii.	Clothes are the example of _____ goods. a) Semi-durable b) Non Durable c) Durable d) Specialty	1
iii.	Customers services are considered as ____ a) Tangible b) Intangible c) Supplies d) unsought	1
iv.	Which of the following is NOT an example of Industrial services? a) Repair services b) Maintenance services c) Advisory services d) capital	1
v.	What is the name of the goods which are purchased through unplanned shopping?	1
vi.	Storage creates _____ a) Time and place utility b) Production c) Consumption d) Physical distribution	1

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	The stock levels are also called ____ a) Inventory b) Stock ledger c) Replenish stock d) Accurate level	1
ii.	What is the name of the tool that is used to track number of items in an inventory?	1
iii.	The purpose of document handling is _____ a) To save time b) Safety of goods c) Prevent conditions of goods from worsening d) Matching with required	1
iv.	Reducing number of times the object is handled is known as ____ a) Changing the size of packaging b) Providing suitable equipment c) Eliminating double handling d) Providing a safe workplace layout	1
v.	Name the legal document which is used at the time of dispatching goods to the customers.	1

vi.	Wall merchandising space means _____ a) Include dressing rooms b) Serve as fixtures for holding merchandise c) Wall for safety d) Display area	1
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Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	_____ customers will not only become customers but also promote the retail store. a) Educated b) Satisfied c) Unsatisfied d) Aggressive	1
ii.	Customer service is very important that is offered before the purchase, during the purchase and _____	1
iii.	The sales person should always interact with customer with a _____ a) Question b) Proposal c) Smile d) Apology	1
iv.	Staff should always provide the _____ explanation to customer. a) Long b) Short c) Fast d) Honest	1
v.	Retailers take the _____ from customers and identify customer expectations. a) Feedback b) Proposal c) Money d) Goods	1
vi.	Based on the products , customers can be divided into _____categories .	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. 6	<u>Define communication cycle.</u>	2
Q. 7	Name any four exhibitors of self-management.	2
Q. 8	Write the difference between computer hardware and computer software.	2
Q. 9	Give any four characteristics of entrepreneurship.	2
Q. 10	What is the objective of green economy?	2

Answer any 4 out of the given 6 questions in 20 – 30 words each (2 x 4 = 8 marks)

Q. 11	List out any two functions of a retailer.	2
Q. 12	What is Store retailing?	2
Q. 13	Mention any four techniques for storing goods in retail stores.	2
Q. 14	Which are the Potential hazards for workers in retail stores?	2
Q. 15	Why do we Need for managing stock level in retail?	2
Q. 16	Give any four elements of Customer service.	2

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

Q. 17	Differentiate between E-shopping and telemarketing.	4
Q. 18	“Storage plays an important role in a retail organization”. Justify the statement by providing any four reasons.	4
Q. 19	Stock shortage is Real and clerical. .Justify the statement by stating the difference	4
Q. 20	a) What do you understand by handling equipments? b) Give examples of any four equipments used in handling.	2+2
Q. 21	Do you think the Customer service plays an important role in attracting customers? State any four advantages that you prefer.	4