

2021
CLASS – IX (Phase-1)
Retail (Vocational)

Total marks: 25

Time: 1 hour

General instructions:

- i) *Approximately 5 minutes is allotted to read the question paper and revise the answers.*
- ii) *All questions are compulsory.*
- iii) *The question paper consists of 12 questions.*
- iv) *Marks allocated to every question are indicated against it.*

N.B: *Check to ensure that all pages of the question paper are complete as indicated on the top left side.*

1. Choose the correct answer from the given alternatives: 5x1=5

- a. Fruits and vegetable sellers are examples of
 - (a) Store retailing
 - (b) Non-store retailing
 - (c) Organised retailing
 - (d) Unorganised retailing
- b. A store specialised in one type of products or single line of goods is termed as
 - (a) Supermarkets
 - (b) Specialty stores
 - (c) Hypermarkets
 - (d) Departmental stores
- c. Goods which are easily available to the consumer are called
 - (a) Convenience goods
 - (b) Unsought goods
 - (c) Shopping goods
 - (d) Capital goods
- d. The process of moving, packing and storing of goods is known as
 - (a) shelving
 - (b) racking
 - (c) goods handling
 - (d) pallets
- e. How do we receive information on phone?
 - (a) Speaking
 - (b) Reading
 - (c) Writing
 - (d) Listening

Answer the following questions in one word or one sentence:

- 2. What is retail? 1
- 3. What are consumer goods? 1
- 4. Write one example each of formal and informal greetings. 1
- 5. Mention any two self management skills. 1

Answer the following questions in 20-50 words:

- 6. Distinguish between store retailing and non store retailing. 2
- 7. Write any two essential requirements of retailers. 2
- 8. State the two conditions of material moving. 2
- 9. Mention any two important points about personal hygiene. 2

Answer *any two* from the following questions in 60-100 words:

10. Briefly explain any four leading Indian retail groups operating in the country. 4
11. Briefly explain any four simple steps to minimise the problem of store returns. 4
12. Mention any four principles of effective communication and explain any two of them. 2+2=4
