

**2021**  
**CLASS – IX (Phase-2)**  
**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**

- i. Space allocation of a store can be based on the
  - (a) type of merchandise
  - (b) wall merchandising space
  - (c) floor merchandising space
  - (d) office and functional spaces
- ii. It is used to keep track of the number of items.
  - (a) Stock Ledger
  - (b) Delivery note
  - (c) Bin card
  - (d) Consignment note
- iii. Which of the following is not an element of good customer services?
  - (a) Communication skills
  - (b) Art of listening to customers
  - (c) Adopting a new perspective
  - (d) Argument with customers
- iv. After identifying the customer needs, every sales representative has to respond
  - (a) from customers' perspective
  - (b) accordingly and appropriately
  - (c) as per the customers' demand
  - (d) as per the situation
- v. What does conservation of energy mean?
  - (a) Producing energy
  - (b) Saving energy
  - (c) Using energy efficiently
  - (d) Creating energy resources

**Answer the following questions in one word or one sentence:**

2. What is Stock Ledger? 1
3. Write any two basic needs of customers. 1
4. What is sustainable development? 1
5. Mention any two qualities needed for entrepreneurship. 1

**Answer the following questions in 20-50 words:**

- 6. Briefly explain any two types of handling equipment. 2
- 7. Distinguish between tangible and intangible products. 2
- 8. What is customer expectation? State one mode of identifying customer expectation. 1+1=2
- 9. What is ICT? Mention any two ICT devices. 1+1=2

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

- 10. Briefly explain the four types of stock level. 4
- 11. Briefly explain any four ways to build customer rapport effectively. 4
- 12. Write any four characteristics of entrepreneurship. 4

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