

2019
CLASS - IX
RETAIL (Vocational)

Total marks : 50

Time : 2 hours

General instructions :

- i) Approximately 15 minutes is allotted to read the question paper and revise the answers.
- ii) All questions are compulsory except Q. nos.18 to 23 where general option is given.
- iii) The question paper consists of 23 questions.
- iv) Marks allocated to every question are indicated against it.

N.B: Check 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: 10x1=10

- a. Corporate retail chain is also known as
 - (a) Franchising
 - (b) Independent retailer
 - (c) Chain retailer
 - (d) Departmental stores
- b. In retailing, a retail store deals primarily with sales
 - (a) volume
 - (b) location
 - (c) promotion
 - (d) value
- c. Big Bazaar retail outlets are owned by
 - (a) Birla Group
 - (b) Tata Group
 - (c) Reliance Group
 - (d) Future Group
- d. The unorganized retail units operate on the basis of
 - (a) partnership
 - (b) sole trader
 - (c) corporate
 - (d) company
- e. One example of durable goods is
 - (a) furniture
 - (b) bread
 - (c) vegetable
 - (d) fruit
- f. Which of the following is not an equipment used for material handling in a retail store?
 - (a) Cranes
 - (b) Slings
 - (c) Forklifts
 - (d) Ladder
- g. Storage mean
 - (a) production of goods
 - (b) transport of goods
 - (c) retaining of goods
 - (d) selling of goods
- h. Bin card is used to keep track of the number of
 - (a) items
 - (b) employees
 - (c) equipments
 - (d) store houses
- i. An example of tangible product is
 - (a) copyright
 - (b) book
 - (c) goodwill
 - (d) patent

- j. Which of the following helps in printing the transaction receipts?
 - (a) labeling machine
 - (b) electronic scale
 - (c) electronic fund transferred at point of sales
 - (d) hand held scanner

Answer the following questions in one word or one sentence:

- 2. What is a super market? 1
- 3. What is retail? 1
- 4. What are shopping goods? 1
- 5. Write any two basic needs of customer. 1
- 6. What is visual communication? 1
- 7. What are the two types of greetings? 1
- 8. What is self confidence? 1
- 9. Give the full form of RAM. 1

Answer the following questions in 20-50 words:

- 10. Write any two advantages of effective handling of goods. 2
- 11. Write any two needs for managing stock level in retail. 2
- 12. What is a floor plan? 2
- 13. Mention four effective ways to build customer rapport. 2
- 14. Briefly explain two modes of identifying customer expectations. 2
- 15. Mention any four common uses of internet. 2
- 16. Write any two characteristics of entrepreneurship. 2
- 17. What is sustainable development? 2

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

- 18. Write any four essential requirements of retailers. 4
- 19. Explain the two types of goods with suitable examples. 4
- 20. Explain four documents usually prepared while stock handling. 4
- 21. Explain four standards for staff appearance. 4
- 22. Write four differences between store retail and non store retail. 4
- 23. Explain any four principles of effective communication. 4
