

Total number of printed pages : 2

NB-N/R(V)

2020
CLASS - IX
Retail (Vocational)

Total marks : 50

Time : 2 hours

General instructions :

- i) All questions are compulsory except Q. nos.18 to 23 where general option is given.
- ii) The question paper consists of 23 questions.
- iii) 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

- i) What does an upright body posture convey/show?
 - a) Shyness
 - b) Fear
 - c) Confidence
 - d) Intelligence
- ii) Believing in oneself is known as
 - a) Self awareness
 - b) Self confidence
 - c) Positive thinking
 - d) Self motivation
- iii) Which one of the following shortcut key is used to paste a file?
 - a) Control + A
 - b) Control + C
 - c) Control + S
 - d) Control + V
- iv) The main aim of entrepreneurship is to
 - a) make profit
 - b) help the public
 - c) take risk
 - d) improved standard of living
- v) Which of the following is a non-renewable resource?
 - a) Water
 - b) Sun
 - c) Coal
 - d) Hydropower
- vi) Wholesale means the selling of goods for business or for the purpose of
 - a) sale
 - b) resale
 - c) post sale
 - d) customer service
- vii) An independent retailer is a person who operate business with
 - a) family members
 - b) professionals
 - c) partners
 - d) wholesalers
- viii) Industrial services include
 - a) Manufacturer
 - b) material and parts
 - c) capital items
 - d) maintenance service
- ix) Stock Ledger is used to keep track of the
 - a) numbers of item
 - b) amount of stock or inventory
 - c) net profit made
 - d) sales record
- x) The customers' need can be divided into
 - a) two types
 - b) three types
 - c) four types
 - d) six types

Answer the following questions in one word or one sentence:

2. What is public speaking?

- 3. What is telemarketing? 1
- 4. What are goods? 1
- 5. What is a pallet? 1
- 6. What is meant by stock level? 1
- 7. Write any two types of floor needs in a retail store. 1
- 8. Who is a customer? 1
- 9. What is meant by customer expectation? 1

Answer the following questions in 20-50 words:

- 10. Differentiate between entrepreneurship and enterprise. 2
- 11. What are inexhaustible resources? Give two examples. 1+1=2
- 12. Mention any top four global retailers. 2
- 13. What is storage? Write any one need for storage. 1+1=2
- 14. What are: 1+1=2
 - a) Semi-durable goods
 - b) Shopping goods
- 15. Write any two methods to check stock levels. 2
- 16. What is meant by allocation of space? 2
- 17. Write any two ways to deal with the customers effectively. 2

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

- 18. Explain any four functions of retailer. 4
- 19. Explain the classification of retailing. 4
- 20. State any four advantages of effective handling of goods. 4
- 21. Briefly explain any four documents required for stock handling. 4
- 22. Describe any four elements of customer services. 4
- 23. Write any two precautions each to be taken by male and female staff in retail. 4
