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ANNUAL EXAMINATION (2022-23)
CLASS IX SUBJECT – RETAIL

Time: 2Hrs.

M.M. 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

1. Answer any 4 out of the given 6 questions on Employability Skills (4marks)

- i. One of the following is the part of non verbal communication.
 - a) Speech
 - b) Letter
 - c) Distance
 - d) Pitch
 - ii. A self-confident person has following quality-
 - a) dominating
 - b) Positive attitude
 - c) Works less
 - d) Reserved
 - iii. List any 2 activities which is important for grooming yourself.
 - iv. What is a short range wireless communication technology called?
 - a) Wi-Fi
 - b) Internet
 - c) Bluetooth
 - d) PS
 - v. Which of the following is an example of renewable resource?
 - a) Coal
 - b) Solar energy
 - c) CNG
 - d) Petroleum
 - vi. Choose the option which is true for wage employment.
 - a) Fixed money
 - b) Risk
 - c) Employment generation
 - d) None
2. **Answer any 5 out of the given 6 questions (5 marks)**
- i. Which is included in purchase decision making process?
 - a) Influencer
 - b) brand
 - c) user
 - d) need recognition
 - ii. A retail bagger has following responsibilities-
 - a) Match the goods and bill
 - b) packing of goods
 - c) returned the goods from cash counter to shelves
 - d) All of the above
 - iii. Chocolates comes under the category of –
 - a) Staples
 - b) emergency goods
 - c) impulse product
 - d) shopping goods
 - iv. Packed potato chips comes under-
 - a) Durable goods
 - b) perishable goods
 - c) FMCG
 - d) unsought goods
 - v. SCM stands for _____ chain management.
 - vi. Which is the device that helps to detect fire?

3. Answer any 5 out of the given 6 questions (5marks)

- i. LIC policy comes under _____ goods.
- ii. The color code for CO₂ fire extinguisher is-
 - a) Blue
 - b) Red
 - c) Black
 - d) Cream
- iii. For which of the following we do extensive problem solving?
 - a) Purchase of pen
 - b) college admission
 - c) Oil purchase
 - d) Clothes' purchase
- iv. Vests with fluorescent color should be provided to employees working in-
 - a) Transport
 - b) Storage
 - c) Floor
 - d) a and c both
- v. The difference between franchise and dealer is-
 - a) dealer has more profit
 - b) Owner ship of shop
 - c) Franchise can recreate product
 - d) dealer recreate product
- vi. _____ practices minimise material loss and accidents.

4. Answer any 5 out of the given 6 questions (5 marks)

- i. Who is the influencer in case of purchase of furniture at home?
- ii. Wood fire comes under the following class of fire-
 - a) A
 - b) C
 - c) F
 - d) K
- iii. Which of the following is experiential source of information?
 - a) Test drive
 - b) TV
 - c) Tasting
 - d) a and c

iv. It is a very important part of retail planning –

- a) Business plan b) Strategy c) Location d) Customer

v. Function of HR manager–

- a) managing work force b) managing Store room c) managing promotion d) Customer support

vi. Following is a type of non-store retailer–

- a) Flipkart b) Reliance Trends c) Big bazaar d) Amul

5. Answer any 5 out of the given 6 questions (5 Marks)

i. Most important motto for material handling–

- a) Right delivery b) Production flow c) Sales improvement d) none

ii. The full form of FMCG _____

iii. Convenience goods can be categorised as- _____, _____ and _____

iv. What is final price?

v. Define term communication.

vi. What are the methods of verbal communication.

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)

6. Define physical barriers in communication.

7. Write 2 benefits of self management skills.

8. What are different applications of smart phones?

9. Suggest two methods for soil conservation.

10. What are the steps of starting a business?

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

11. What do you understand by business plan?

12. What is communication mix?

13. List the steps of purchase decision making process.

14. List any 2 duties of Retail sales associate.

15. What does a Visual merchandiser do in a retail shop?

16. What is the importance of retailing?

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

17. State any four functions of a customer service manager.

18. What is the importance of study of consumer behaviour?

19. What are the precautions or steps a retailer should take to make the store safe place?

20. Anand has started a retail store in a busy market place but even after three months of its opening the business has not picked up as desired by him. When enquired many people were unaware of such a shop.

a) What could be the possible reasons for the lukewarm response from the public?

b) Suggest any 2 methods to improve his business.

21. Explain any 4 types of fires and the extinguishers used for the same.