

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE: 401)

Blueprint for Sample Question Paper for Class X (Session 2020-2021)

Max. Time: 2 Hours

Max. Marks: 50

PART A - EMPLOYABILITY SKILLS (10 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	
1	Communication Skills-II	1	1	2
2	Self-Management Skills-II	2	1	3
3	Information and Communication Technology Skills-II	1	1	2
4	Entrepreneurial Skills-II	1	1	2
5	Green Skills-II	1	1	2
TOTAL QUESTIONS		6	5	11
NO. OF QUESTIONS TO BE ANSWERED		Any 4	Any 3	
TOTAL MARKS		1 x 4 = 4	2 x 3 = 6	10 MARKS

PART B - SUBJECT SPECIFIC SKILLS (40 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	DESCRIPTIVE/ LONG ANS. TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	4 MARKS EACH	
1	Delivery of Goods	6	2	1	9
2	Retail Store Operation	6	1	2	9
3	Merchandise Planning	6	2	1	9
4	Security Operations and House Keeping in Retail	6	1	1	8
TOTAL QUESTIONS		24	6	5	
NO. OF QUESTIONS TO BE ANSWERED		20	Any 4	Any 3	
TOTAL MARKS		1 x 20 = 20	2 x 4 = 8	4 x 3 = 12	40 MARKS

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Max. Time: 2 Hours

Max. Marks: 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

Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	When you are overcome by your own feelings and unable to communicate well it means there is an _____.	1
ii.	Taking ownership is the step towards _____.	1
iii.	One of the most effective stress relieving techniques is _____.	1
iv.	What is the term used when you press the left mouse key and move the mouse around? a) High lighting b) Dragging c) Selecting d) Moving	1
v.	A false belief or opinion about something is called a _____.	1
vi.	How many sustainable development goals are given by United Nations? a) 18 b) 17 c) 15 d) 20	1

Q. 2	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	_____ is a great feature to hold a particular bill and resume it after some time	1
ii.	Objective of retail transportation is _____. a) Improve quality of goods. b) Reduce production wastage. c) Increase in sales. d) Timely delivery to customer.	1
iii.	The invoice or documentation must indicate a) Name and address of consignor /seller b) Quantity by brand c) Both of the above d) None of the above	1
iv.	Retail delivery is the _____ process	1
v.	Tapping customers to deliver goods would put the world's largest retailer squarely in a middle of new phenomenon sometimes known as _____.	1
vi.	_____ and store design plays an important role in defining the store image.	1

Q. 3	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	The success of a retail store is influenced by its layout design and the _____ created by the retailers.	1
ii.	The straight floor plan makes _____. a) Optimum use of the walls. b) Do not Utilize the space in more judicial manner. c) Create spaces in the retail store for the customer to move around. d) Both a and c	1

iii.	Retailers use _____ to draw customers into the stores and entice them to purchase goods and services.	1
iv.	A set of written instructions that document a routine or repetitive activity followed by an organization is called a _____.	1
v.	The importance of layout is a) Maximize sales b) Provides impulsive buying c) Aids the customer in selecting and comparing merchandise. d) All the above.	1
vi.	The display of the merchandise plays an important role in attracting the _____.	1

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	The main function of admin merchandiser is a) Managing site and location b) Assembling c) Transportation d) Leadership	1
ii.	Buying performance may be evaluated on the basis of _____.	1
iii.	A _____ allows visual merchandisers to plan the arrangement of merchandise by style, type, size, price or some other category.	1
iv.	At supplier's level merchandisers function _____ is not included a) Visits to suppliers of select goods. b) Negotiate a price. c) Order the goods. d) Make payments	1
v.	_____ may be used to advertise seasonal sales or inform passerby of other current promotions. a) Newspaper b) Radio c) Display window d) Theater	1
vi	The _____ is responsible for particular lines of stock.	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	_____ generally covers security of Personnel, Property and Information.	1
ii.	Effective _____ can eliminate some work place hazards.	1
iii.	Equipment should not be placed where it could easily fall or be pulled off the counter. (State True /False)	1
iv.	Which of the following activity comes under housekeeping? a) School admission b) Hoover the floor c) Purchase the material d) Sale of flat	1
v.	Cleaning chemicals often are hazardous and can be identified as such from the _____.	1
vi	Cashiers should ensure that _____ are places in front of the cash counter to avoid crowding of customers in front of the cash desk.	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

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

Answer each question in 20 – 30 words.

Q. 6	Write any two elements of a communication cycle?	2
Q. 7	Define the term Stress?	2
Q. 8	What do you mean by the term Software Piracy?	2
Q. 9	Define the term career and what are the 2 ways a person can earn a living?	2
Q. 10	Explain the importance of education towards sustainable development?	2

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

Q. 11	Define the term Telecom Billing?	2
Q. 12	What is retail loading and unloading?	2
Q. 13	What is standard operating procedure in Retail?	2
Q. 14	What are the two techniques of Visual Merchandising?	2
Q. 15	Define the term Merchandise Planning?	2
Q. 16	Write a short note on Control Room?	2

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

Q. 17	What is the difference between Retail Billing and Wholesale Billing?	4
Q. 18	What precautions are to be taken to minimize theft /shop lifting?	4
Q. 19	Aesthetic ambience and Visual Communication increases the store productivity' Justify the statement.	4
Q. 20	What are the functions of a Visual Merchandiser?	4
Q. 21	What are the importance of effective housekeeping?	4