

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE 401)

CLASS X (SESSION 2021-2022) BLUE-PRINT FOR SAMPLE QUESTION PAPER FOR TERM -II

Max. Time Allowed: 1 Hour (60 min)

Max. Marks: 25

PART A - EMPLOYABILITY SKILLS (05 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS - VSA (1 MARK EACH)	NO. OF QUESTIONS - SA (2 MARKS EACH)	NO. OF QUESTIONS - LA (4 MARKS EACH)	TOTAL NUMBER OF QUESTIONS
1	Entrepreneurial Skills-II	2	1	-	3
2	Green Skills-II	2	1	-	3
TOTAL QUESTIONS		4	2	-	06
NO. OF QUESTIONS TO BE ANSWERED		Any 3	Any 1	-	04
TOTAL MARKS		3 x 1 = 3 Marks	1 x 2 = 2 Marks	-	05 Marks

PART B - SUBJECT SPECIFIC SKILLS (20 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS - VSA (1 MARK EACH)	NO. OF QUESTIONS - SA (2 MARKS EACH)	NO. OF QUESTIONS - LA (4 MARKS EACH)	TOTAL NUMBER OF QUESTIONS
3	Merchandise Planning	4	3	2	9
4	Security Operation and Housekeeping in Retail	2	3	1	6
TOTAL QUESTIONS		06	06	03	15
NO. OF QUESTIONS TO BE ANSWERED		04	04	02	10
TOTAL		4 x 1 = 04	4 x 2 = 08	2 x 4 = 08	20
TOTAL MARKS		20 + 5 = 25 MARKS			

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CLASS X (SESSION 2021-2022) SAMPLE QUESTION PAPER FOR TERM - II

Max. Time Allowed: 1 Hour (60 min)

Max. Marks: 25

General Instructions:

1. Please read the instructions carefully
2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
3. Section A is of 05 marks and has 06 questions on Employability Skills.
 - a) Questions numbers 1 to 4 are one mark questions. Attempt any three questions.
 - b) Questions numbers 5 and 6 are two marks questions. Attempt any one question.
4. Section B is of 12 marks and has 12 questions on Subject Specific Skills.
 - a) Questions numbers 7 to 12 are one mark questions. Attempt any four questions.
 - b) Questions numbers 13 to 18 are two marks questions. Attempt any four questions.
5. Section C is of 08 marks and has 03 competency-based questions.
 - a) Questions numbers 19 to 21 are four marks questions. Attempt any two questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.

SECTION A

(3 + 2 = 5 marks)

Answer any 3 questions out of the given 4 questions. Each question is of 1 mark.		1 x 3 = 3
Q.1	A person needs a lot of money to start a business. True or False.	1
Q.2	Entrepreneurs are born, not made. True or False	1
Q.3	There are _____ SDGs given by the United Nations.	1
Q.4	SDGs stand for _____	1
Answer any 1 question out of the given 2 questions. Each question is of 2 marks.		2 x 1 = 2
Q.5	State any 2 ways by which Entrepreneurs affect the society they live in?	2
Q.6	Explain 'Affordable and Clean Energy'.	2

SECTION B

(4 + 8 = 12 marks)

Answer any 04 questions out of the given 06 questions. Each question is of 1 mark.		1 x 4 = 4
Q.7	_____ planning is useful for organizer for attracting customers, increase sales, profit maximization and reducing expenses.	1
Q.8	Hazardous materials are stored in approved containers and away from _____ sources.	1

Q.9	Less than 50% of the waste currently occupies space in land fill areas. True or False	1
Q.10	Section 43 of the Criminal Procedure Code of India bestows power of arrest to the common citizen if a cognizance offense is committed in his/her presence. State whether the above statement is Correct or Incorrect.	1
Q.11	Effective housekeeping can eliminate some workplace _____ and help get a job done safely and properly	1
Q.12	A passion for design and _____ are essential for becoming a visual merchandiser?	1
Answer any 04 questions out of the given 06 questions. Each question is of 2 marks.		2 x 4 = 8
Q.13	Briefly explain 'Control Room'.	2
Q.14	Name any 4 types of Security Guards.	2
Q.15	State the four areas that form the basic duties of a Merchandiser?	2
Q.16	List any 4 principles of Visual Merchandising.	2
Q.17	Name any 4 types of General Merchandise Retailers.	2
Q.18	What is meant by a successful Security Programme?	2

SECTION C **(2 x 4 = 8 marks)**
(COMPETENCY BASED QUESTIONS)

Answer any 02 questions out of the given 03 questions		
Q.19	<p>A middle-aged lady accompanied by a gentleman walks into a hypermarket, located in a metro city. She gets a trolley and starts shopping for groceries, while the gentleman is looking around, and finally approaches the apparel section. The lady is seen to be checking her cell phone frequently and checking the label of products as she attempts to pick up. However, she is seen to return many products back to the shelf and pick up very few for purchase. There were several sections where the lady didn't touch any product. In the meantime, the gentleman looked confused, checking out some pyjamas.</p> <p>Answer the following questions on the basis of the above case study.</p> <p>a) What could have reduced the confusion of the gentleman and helped him save time and take better decision while shopping.</p> <p>b) What could be the reason for the lady to return many products to shelf after checking them out, and not picking up and product is some sections of the store while navigating?</p>	2+ 2 = 4 Marks
Q.20	<p>In a departmental store selling apparels, all windows towards the main street were decked up with lady mannequins dressed in gowns, western formals, western party wear, etc. The store did not have good sales of Saris, ladies' accessories, and Men's apparels.</p> <p>a) What is the focus category for the store?</p> <p>b) What could be the reason for poor sales of Saris in the store?</p> <p>c) What could be done to increase sales of accessories without changing the apparel display on mannequins?</p> <p>d) How to add to the sale of men's apparels without changing window displays?</p>	1x4 = 4 Marks

Q.21	<p>In a Supermarket, a stock verification exercise was conducted by an audit team. A huge discrepancy of physical stock vs system stock was observed. This kind of shrinkage is a direct loss to the store. Maximum shortage was observed in essential commodities like Oil, rice, fruits, cereals, etc</p> <p>a) Describe any three probable lapses that could have happened, leading to this shrinkage.</p> <p>b) Who all must be held accountable for this situation, and what needs to be done to rectify the situation?</p>	2+ 2= 4 Marks
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