

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE: 801)

Blue-Print for Sample Question Paper for Class XII (Session 2023-2024)

Max. Time: 3 Hours

Max. Marks: 60

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- IV	1	1	2
2	Self-Management Skills- IV	2	1	3
3	Information and Communication Technology Skills- IV	1	1	2
4	Entrepreneurial Skills- IV	1	1	2
5	Green Skills- IV	1	1	2
TOTAL QUESTIONS		6	5	11
NO. OF QUESTIONS TO BE ANSWERED		Any 4	Any 3	07
TOTAL MARKS		1 x 4 = 4	2 x 3 = 6	10 MARKS

PART B - SUBJECT SPECIFIC SKILLS (50 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANS. TYPE QUES.- I	SHORT ANS. TYPE QUES.- II	DESCRIPTIVE/ LONG ANS. TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	3 MARKS EACH	4 MARKS EACH	
1	Display of Product & Satisfy customer Needs	7	1	-	1	9
2	Non- Store Retailing	6	-	2	-	8
3	Retail Point – of Sale : An Overview	6	2	1	1	10
4	Billing and Accounting	7	1	-	2	10
5	Inventory Handling	6	1	-	1	8
TOTAL QUESTIONS		32	5	3	5	45
NO. OF QUESTIONS TO BE ANSWERED		26	Any 3	Any 2	Any 3	34
TOTAL MARKS		1 x 26= 26	2 x 3 = 6	3 x 2 = 6	4 x 3 = 12	50 MARKS

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Max. Time: 3 Hours

Max. Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 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 (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section has 06 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 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.	Define Communication.	1
ii.	The _____ function is used to find the maximum of numbers in a given range of cells. A. MIN B. ALT C. CTRL D. MAX	1
iii.	Which of the following is a subtype of Dramatic/Emotional Personality Disorders (Cluster B)? A. Paranoid Personality Disorder B. Schizotypal Personality Disorder C. Histrionic Personality Disorder D. Schizoid Personality Disorder	1
iv.	Which type of motivation is associated with activities that are enjoyable or satisfying in themselves?	1
v.	_____ is a company that is the first stage of its operation. A. Enterprise B. Business C. Startup D. Industry	1
vi.	Write the full form of UNEP.	1

Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	Which of the following is not a supermarket display technique? A. Angled merchandise B. Loud Music C. Colour D. Containers & Props	1
ii.	Which of the following is not the security measures of cash register? A. Never leave cash lying around B. Be alert C. Leave the cash register open D. Lock the cash drawer when not in use	1
iii.	_____ is mandatory if management is going to fully meet its responsibilities. A. Accurate record keeping B. Accurate display C. Good communication D. Good fragrance	1
iv.	A milk float is a small BEV. What does BEV stands here for?	1
v.	Point of sale marketing is commonly known as _____ advertising. A. Point of Structure B. Point of Purchase C. Product of target D. Product of focus	1

vi.	Define Customer Centric.	1
vii.	What does B2B stands for in terms of online retailing?	1

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	Which e-mail involves sending an e-mail solely to communicate a promotional message (for example, an announcement of a special offer or a catalog of products). A. Direct email marketing B. Indirect email marketing C. Spamming D. Transactional email marketing	1
ii.	Which one of the following is not the benefit of e-retailing to the customer? A. Convenience B. Better information C. Customization D. After sale difficulties	1
iii.	Which one of the following is the call center technology? A. Virtual call center technology B. Direct mail follow up C. Point-of-sale promotion D. Skilled telemarketers	1
iv.	CRM stands for A. Customer Request Management B. Customer Relationship Management C. Customer Rights Management D. Consumer Reports Management	1
v.	Which of the following are not the principles of Retail Shop ability? A. Show the Product. B. Maintain Flexibility. C. Speak with Authority. D. Maximize Clutter.	1
vi.	_____ is used with the back office server to enter items, pricing information, updates and all other information essential for running the business. A. Monitor B. Keyboard C. Back office server D. Cash Drawer	1
vii.	List any two visual display tool box items.	1

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	The _____ is the screen where sales staff views sales information. A. Monitor B. Keyboard C. Back office server D. Cash Drawer	1

ii.	_____marketing generates new product awareness, trials and ultimately purchase. A. Point of Structure B. Point of Sale C. Product of target D. Product of focus	
iii.	Mention any two elements of effective visual merchandising.	1
iv.	Which type of layout is used by the most modern keyboards?_____	1
v.	_____is the mantra of any well run business. A. Cash is queen B. Cash is King C. Cash is nothing D. Cash is everything	1
vi.	Identify the concept that throws light on the point that each transaction has two fold affect such as receiving and giving of the benefits. a) Dual aspect concept b) The cost concept c) Going concern concept d) Business entity concept	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Which of the following is not the feature of Go-frugal's report tool? A. Customizable B. Difficult to use C. Flexible D. Easy	1
ii.	Which of these is not a fundamental accounting assumption? A. Balance concept B. Going concern concept C. Dual aspect concept D. Materiality concept	1
iii.	Which accounting convention warns the trader should not to take unrealized income into account? A. Disclosure B. Materiality C. Consistency D. Conservatism	1
iv.	Which of the following is not the basic reason for keeping an inventory? A. Time B. Uncertainty C. Cost effectiveness D. Report	1
v.	Name the method by which Wholesale billing can also be settled.	1
vi.	_____method is used to track daily traffic in the inventory. A. Periodic method B. Perpetual method C. Point of sale method D. Point of purchase method	1

Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	_____ refers to the stock that was never sold to a customer and still new in original packing. A. SKU B. NOS C. POS D. Stock out	1
ii.	Which of the following is not a type of POS displays? A. Kiosks B. Table C. Shelf Signage D. Dispensers	1
iii.	FIFO stands for A. Flow in First Out B. Fast in First Out C. Fail in First Out D. First in First Out	1
iv.	Which one of the following is not the sub feature of shopping cart? A. SSL Security B. Customer management C. Product management D. Variety of payment and shipping modules	1
v.	Which of the following is not a method for counting inventory? A. Computer Generated Count Sheets B. Manual Count Sheets C. Portable Inventory Devices D. Consumable tools	1
vi.	Name the term used for running out of inventory of an SKU.	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. 7	Name the four steps of Active Listening.	2
Q. 8	What do you understand by Paranoid disorder?	2
Q. 9	Write any two features of spreadsheets application.	2
Q. 10	List out any two roles of Green jobs.	2
Q. 11	State some barriers to becoming an entrepreneur.	2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

Q. 12	Write the importance of POS marketing.	2
Q. 13	Explain the function of Printer.	2
Q. 14	Give any two signs of an effective point of sale.	2
Q. 15	What is meant by going concern concept?	2
Q. 16	What do you mean by a Fixture Map?	2

Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)

Q. 17	State any two points of the use of Magnetic Stripe readers.	3
Q. 18	E-Retailing benefits both the retailer and the customer? List any six its advantages for Retailers.	3
Q. 19	Online shoppers commonly use a credit card or a PayPal account in order to make payments. Accordingly, list any six Payment Methods in E-Retailing.	3

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

Q. 20	POS is the place where a retail transaction is completed. Write the correct sequence in completing a POS activity.	4
Q. 21	State any eight rules for cash register security.	4
Q. 22	“Book keeping is mainly related to recording of financial data”. Distinguish between Book Keeping and Accounting.	4
Q. 23	Accounting is an ancient art as old as money itself; Justify this statement focusing on its main objective.	4
Q. 24	A company operates on a principle of displaying and selling old stock before selling newly acquired stock. The company is rotating the stock by pushing older products forward where shoppers are more likely to see or buy them. A. Which principle is being followed by the company? LIFO or FIFO. Write any two advantages of this principle. B. Why is the company rotating the stock?	4