Code No. 1038

CLASS : 11th (Eleventh)  Series : 11-M/2019

Roll No. □□□□□□□□□□

RETAIL

National Skills Qualification Framework (NSQF)

Level - 3

[ हिन्दी एवं अंग्रेजी माध्यम ]

[ Hindi and English Medium ]

(Only for Fresh/School Candidates)

Time allowed : 2½ hours  [ Maximum Marks : 60 ]

• कृपया जाँच कर लें कि इस प्रश्न-पत्र में मुद्रित पृष्ठ 8 तथा प्रश्न 38 हैं।

Please make sure that the printed pages in this question paper are 8 in number and it contains 38 questions.

• प्रश्न-पत्र में सबसे ऊपर विद्यार्थी नाम को छात्र उत्तर-पुस्तिका के मुख्य-पृष्ठ पर लिखें।

The Code No. on the top of the question paper should be written by the candidate on the front page of the answer-book.

• कृपया प्रश्न का उत्तर लिखना शुरू करने से पहले, प्रश्न का क्रमांक अवश्य लिखें।

Before beginning to answer a question, its Serial Number must be written.

1038  P. T. O.
• उत्तर-पुस्तिका के बीच में खाली पृष्ठ/पृष्ठ न छोड़ें।
Don’t leave blank page/pages in your answer-book.
• उत्तर-पुस्तिका के अतिरिक्त कोई अन्य शीट नहीं मिलेगी। अतः
आवश्यकतानुसार ही लिखें और लिखा उत्तर न करें।
Except answer-book, no extra sheet will be given.
Write to the point and do not strike the written answer.
• परीक्षार्थी अपना रोल नं प्रश्न-पत्र पर अवश्य लिखें।
Candidates must write their Roll Number on the question paper.
• कृपया प्रश्नों का उत्तर देने से पूर्व यह सुनिश्चित कर लें कि प्रश्न-पत्र
पूर्ण व सही है, परीक्षा के उपरांत इस संदर्भ में कोई भी दाबा
स्वीकार नहीं किया जायेगा।
Before answering the question, ensure that you
have been supplied the correct and complete
question paper, no claim in this regard, will be
entertained after examination.

नोट : (i) सभी प्रश्न अनिवार्य हैं।
All questions are compulsory.
(ii) प्रश्न के अंक उनके सामने दर्ज गए हैं।
Marks of each question are indicated against
them.

[ निबन्धात्मक प्रश्न ]
[ Essay Type Questions ]

1. रिटेल विक्रय प्रक्रिया पर विस्तृत नोट लिखिए।  6
Write a detailed note on Retail Selling Process.
Describe the qualities of a good salesman.

2. ब्रांड क्या है ? इसके क्या उद्देश्य हैं ?
   What is Brand? What are its objectives?

What is Place-mix? Discuss its elements.

Short Answer Type Questions

3. गैर-स्टोर रिटेल पर नोट लिखिए।
   Write a note on Non-store Retailing.

4. लेबलिंग के प्रकार बताइए।
   State the types of labelling.

5. अभावस्थित संदेशावाहन का वर्णन कीजिए।
   Explain Non-verbal Communication.

6. व्यवसाय में ‘उपमोक्त सम्बन्ध प्रणाली’ (CRM) क्यों जरूरी है ?
   Why Customer Relationship Management is needed in business?
7. Explain Health Care Activities in Retail.

8. Discuss Retail Merchandise Planning in detail.

[ Very Short Answer Type Questions ]

9. What is Organised Retail?

10. What is the meaning of convenience store?

11. Who is E-Retailers?

12. What is meant by personal selling?

13. State any two functions of a Retailer.

14. Mention any two reasons of growth in Retail in India.

15. What is meant by staple merchandise?
16. **What is trademark?**

17. **State any two advantages of Packaging.**

18. **Define Advertising.**

19. **What is store ambience?**

20. **What do you mean by Physical distribution?**

21. **What is Visual Merchandising?**

22. **What do you understand by Retail location?**

23. **What is store layout?**

24. **What is meant by shoplifting in Retail?**

25. **What is the meaning of Retail Signage?**
26. Give any one example of sales promotion.

27. What is CRM?

28. What is personal grooming?

[ Objective Type Questions ]

29. Which of the following is the key to a happy and peaceful relationship?
   (a) Right attitude
   (b) Grooming
   (c) Presentation
   (d) All of the above

30. Which of the following is a source of occupational hazard?
   (a) Fire
   (b) Working at height
   (c) Wet surface
   (d) All of the above
31. Brisk walking is a sign of which?
   (a) Boredom       (b) Confidence
   (c) Aggression    (d) None of these

32. Write the full form of GPS.

33. Write full form of EPBAX.

34. Eye contact is a type of Non-verbal communication.
   (True/False)

35. Which of the following is a form of unorganised Retail?
   (a) Convenience store  (b) Malls
   (c) Fruit vendor       (d) None of these
36. Write full form of EDLP.

37. .......... is a mass promotional technique.

38. Which of the following label provide maximum information about the product?

   (a) Brand label    (b) Grade label
   (c) Descriptive label  (d) None of these