

Roll No.

Z-52

Total No. of Questions : 23]

[Total No. of Printed Pages : 4

11th ARM(SZ)JKUT2024

1252

RETAIL

(Vocational)

Time : 2½ Hours]

[Maximum Marks : 50

Section-A

(Very Short Answer Type Questions)

1 each

1. The local Biryani or Kirana shop comes under retailing.
2. is the degree to which a person or organisation focuses on tasks and the end results of those tasks.
3. Which of these is not a skill ?

(A) Carpentry

(B) Cooking

(C) Rising up

(D) Reading

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Turn Over

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4. A Trainee Associate may interest with customers in the retail store itself :
- (A) Face-to-face
 - (B) Over the phone
 - (C) Via e-mail
 - (D) None of these
5. By which action can a sender send his/her message ?
- (A) Reading
 - (B) Sleeping
 - (C) Listening
 - ☒ (D) Speaking
6. Ctrl + C is used to copy the text. (True/False)
7. Salesman is the link between a retailer and customer. (True/False)
8. Cleanliness creates positive image of store. (True/False)
9. Fire extinguishers should be used as per their operating procedures. (True/False)
10. Define Discount Store.

Section-B

(Short Answer Type Questions-I)

2 each

11. What do you mean by Self Management ?
12. List the benefits of Grooming Well.
13. What are Accidents ?
14. Write any two retailers services to customers.
15. Who are the intermediaries in chain of distribution ?

Section-C

(Short Answer Type Questions-II)

3 each

16. Explain franchising with an example.
17. What is Floor Plan ?
18. Why labeling is important ?
19. List any *three* stakeholders in green economy. Describe why are they important.
20. What are the different benefits of team-work ?

Section-D

(Long Answer Type Questions)

5 each

21. What do you mean by Entrepreneurship ? Explain the various types of Business Activities ?

Or

Discuss the term self-motivation. List down the qualities of a self-motivated people.

22. Explain retail. retailer and retailing. Discuss the various functions of retailing.

Or

Differentiate between organised and unorganised retailing.

23. Explain the retailers procedure for dealing with accidents and emergencies.

Or

Discuss the term Packaging. What are the different types of Packaging ?