# JKBOSE
# QUESTION PAPERS

Jammu & Kashmir Board of School Education



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

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 ?

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