

TERM 2 EXAM, 2022
RETAIL
Class XI



MM: 30

Time: 90 Minutes

General Instructions:

This is a Subjective Question Paper containing 10 questions.

This paper contains 4 questions of 2 marks each, 4 questions of 3 marks each and 2 questions of 5 marks each.

2 marks questions are Short Answer Type Questions and are to be answered in 30-50 words.
3 marks questions are Short Answer Type Questions and are to be answered in 50-80 words.
5 marks questions are Long Answer Type Questions and are to be answered in 80-120 words.

1. What do you mean by a product? 2
2. What do you mean by promoting positivity? 2
3. What are customer service standards? 2
4. State two promises related to easy shopping. 2
5. Explain three techniques to encourage customers loyalty. 3
6. Define the term 3
a. 'Health'
b. 'Safety'
7. Briefly explain three types of equipment and material used to deal with risks. 3
8. How are accidents in retail dealt with? 3
9. Briefly explain the ways of providing product information. 5

OR

What is post sales service support? What are the types of post sales service support?

10. Discuss ways to encourage colleagues to follow health and safety norms. 5

OR

How should a retailer deal with risk?

Handwritten signature
21/1/22