

ಕರ್ನಾಟಕ ಶಾಲಾ ಪರೀಕ್ಷೆ ಮತ್ತು ಮೌಲ್ಯನಿರ್ಣಯ ಮಂಡಲ

ಕೆಎಸ್‌ಕೃಎಎಸಿ, ಮಲ್ಲೇಶ್ವರಂ, ಬೆಂಗಳೂರು-560003.

KARNATAKA SCHOOL EXAMINATION AND ASSESSMENT BOARD

KSQAAC, Malleshwaram, Bengaluru-560003.

ಮೌಲ್ಯಾಂಕನ - ಮಾರ್ಚ್ 2024 - ಮಾದರಿ ಪ್ರಶೋತ್ತರ ಪತ್ರಿಕೆ

Assessment - March 2024 Model Paper

Class : 9

Subject : Retail

Marks : 60

Time : 2 Hours 15 min.

Information to be filled by the Student

Name of the Student : _____

Student SATS No :

Signature
of the Student : _____

Information to be filled by the Room Invigilator

School DISE Code :

School Name : _____

Cluster : _____ Block : _____ District : _____

School Type : Govt. Aided Un-aided

(Put "✓" mark for applicable information)

Signature of the Room Invigilator : _____

Information to be filled by the Evaluator at the time of evaluation

Question Number	Obtained marks	Question Number	Obtained marks	Question Number	Obtained marks
1		13		25	
2		14		26	
3		15		27	
4		16		28	
5		17		29	
6		18		30	
7		19		31	
8		20		32	
9		21		33	
10		22		34	
11		23		-	
12		24		-	
				Grand Total	

Total marks obtained (in words) : _____

Signature of the Evaluator : _____

I. Four alternatives are given for each of the following questions / incomplete statements. Choose the correct alternative and write the complete answer along with its question number and alphabet :

10 x 1 = 10

1. Corporate retail chain is also called

- (A) Franchie (B) Chain retailer
(C) Independent retailer (D) Departmental store

Answer : _____

2. The goods which are meant for ultimate consumption is

- (A) Unsought goods (B) Consumer goods
(C) Capital goods (D) Industrial goods

Answer : _____

3. The purpose of material handling is

- (A) To save money
(B) To save time
(C) For safety of goods
(D) To prevent conditions of goods from worsening

Answer : _____

4. The example for Durable goods is

- (A) Furniture (B) Vegetables
(C) Milk (D) Food items

Answer : _____

5. Bin card is a document used in

- (A) Ware house (B) Inventory
(C) Quantity (D) Bill

Answer : _____

6. Documents which are required while receiving goods are

- (A) Delivery report (B) Consignment note
(C) Invoice (D) Tax bill

Answer : _____

7. Space allocation of a store can be based on

- (A) Mathematical calculation (B) Type of merchandise
(C) Available portion (D) Service area

Answer : _____

8. Unexpected physical shortages in retail store is

- (A) Shrinkage (B) Theft
(C) Less order (D) Dropouts

Answer : _____

9. Based on products customers need to be divided into

- (A) Two types (B) Three types
(C) Four types (D) Five types

Answer : _____

10. In the following, the Intangible product is

- (A) Bicycle (B) Insurance
(C) Clothes (D) Biscuits

Answer : _____

II Fill in the blanks with suitable answer : 4 x 1 = 4

11. Large number of brands are provided in _____ outlets.
12. Customer service is an example of _____ goods.
13. The wall is the most important element of _____ .
14. Customers need to be satisfied about a variety of different products and _____ .

III 15 The types of retail stores are given in Column-A and their examples are given in Column-B, Match them and write the answers along with its letter of alphabet : 4 x 1 = 4

Column-A

- i) Franchising
ii) Chain retailer
iii) Speciality stores
iv) Independent retailer

Column-B

- a) Bata
b) Apna Bazar
c) Pizza Hut
d) Jewellery store
e) Janata Bazar
f) Kirana store
g) Amazon

IV Answer the following questions :

6 x 1 = 6

16. What is organized retailing ?

17. Give 2 examples for Telemarketing.

18. What is E-Shopping?

19. Expand FMCG.

20. What is shipping ?

21. Define concept of floor plan.

V Answer the following questions :

6 x 2 = 12

22. Mention any two functions of Retailers.

23. What is Durable Goods ? Give two examples.

OR

What is Convenience Goods ? Give two examples.

24. What are the things to be avoided while using pallets ?

OR

Explain the method of storing food safety.

25. Name the 4 parts of Industrial Goods.

26. Explain the basic needs of customers.

27. How to deal with superiors ? Explain.

VI Answer the following questions :

4 x 3 = 12

28. List the broad functions of receiving section in a retail store.

29. Explain the advantages of effective handling of goods.

OR

List the various techniques of storing goods.

30. What are the precautions that should be taken by female staff in retail store.

31. Explain the modes of identifying customer expectations.

VII Answer the following questions :

3 x 4 = 12

32. Explain the services provided to the customers by Retailers.

OR

Explain the features of small family business.

33. Justify, “the need for storage of goods” in Retail store.

34. Explain the documents required for Stock Handling.

OR

Discuss the advantages of handling equipments while handling goods.

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