

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE 401)

Marking Scheme of Sample Question Paper Class X (Session 2020-2021)

Max. Time: 2 Hours

Max. Marks: 50

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **21 questions** in two sections: Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (5 + 16 =) 21 questions, a candidate has to answer (5 + 10 =) 15 questions in the allotted (maximum) time of 2 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (24 MARKS):**
 - i. This section has 05 questions.
 - ii. Marks allotted are mentioned against each question/part.
 - iii. There is no negative marking.
 - iv. Do as per the instructions given.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (26 MARKS):**
 - i. This section has 16 questions.
 - ii. A candidate has to do 10 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	Emotional Barrier	1
ii.	Self-development	1
iii.	Stress relieving techniques	1
iv.	b) Dragging	1
v.	Myth /Misconception	1
vi.	17	1

Q. 2	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Hold Bill	1
ii.	d) Timely delivery to customer	1
iii.	c) Both the above	1
iv.	Management process	1
v.	Crowd-sourcing/sharing economy	1
vi.	Store layout	

Q. 3	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Ambience	1
ii.	d) Both a and c	1
iii.	Marketing strategy.	1
iv.	Standard operating procedure	1
v.	d) All the above	1
vi.	Customers	1

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	a) Managing site and location	1
ii.	Net sales	1
iii.	Planogram.	1
iv.	d) Make payment	1
v.	c) Display window	1
vi.	Merchandiser	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Private security	1
ii.	Housekeeping	1
iii.	True	1
iv.	b) Hoover the floor	1
v.	Label	1
vi.	Q-managers	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)

Answer each question in 20 – 30 words.

Q. 6	<p>The various elements of a communication cycle are; Sender –The person beginning the communication Message –The information that the sender wants to convey Channel – The means by which the information is sent. Receiver –The person to whom the message is sent. Feedback –The receiver’s acknowledgement and response to the message. (Any Two)</p>	2
Q. 7	Stress can be defined as our emotional, physical, mental and social reaction to any perceived demands or threats.	2
Q. 8	Software Piracy is stealing of software and it includes using or distributing unlicensed and unauthorized copies of a computer program or software.	2
Q. 9	<p>A career is a line of work that a person takes for life. There are two ways a person can earn a living. a)Self employment b)Wage employment Ex: A doctor who works for a hospital is a wage employed person, where as if the same doctor has its own clinic, he /she is a self-employed person.</p>	2
Q. 10	Children who have gone to school will be able to do jobs so that they can take care of themselves and their families. And also helps to become aware of one’s role as a responsible citizen.	2

Answer any 4 out of the given 6 questions in 20 – 30 words each (2 x 4 = 8 marks)

Q. 11	Telecom billing is a process of collecting usage, aggregating it, applying required usage and rental charges and finally generating invoices for the customer’s .It is also a process which includes receiving and recording payments from the customers.	2
Q. 12	<p>Loading –When the customer purchases the material from the retailer he/she has to load the purchased material into the transportation vehicle. Un Loading – When the finished goods is received from factory or wholesale dealers the retailers must receive these goods in his store/showroom ,for doing this job he has to unload the material from the transport device.</p>	2
Q. 13	Standard Operating Procedure is a set of written instructions that documents a routine or repetitive activity followed by an organization.	2
Q. 14	<p>The two techniques of Visual Merchandising are: Visual Merchandising builds upon or augments the retail design of a store. It is one of the final stages in setting out a store in a way customer finds attractive and appealing.</p>	2
Q. 15	Merchandise Planning is a systematic approach. It is aimed at maximizing return on investment, through planning sales and inventory in order to increase profitability.	2
Q. 16	A control room is a room serving as an operation center where a facility or service can be monitored and controlled	2

Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

<p>Q. 17</p>	<p>1. Retail billing deals with an end customer and billing an individual customer , Whereas wholesale billing deals in the billing of the entities depending on situation and nature of business.</p> <p>2. Wholesale billing is easy in comparison to retail billing.</p> <p>3. Retail billing needs to be 100% accurate whereas wholesale billing can never be 100% accurate because of various reasons like difference in price etc.</p> <p>4. There are specialized billing systems which are being used to handle retail billing like Convergys and Amdocs billing systems whereas ASCADE and INTEC billing system are famous for wholesale billing.</p> <p>5. Wholesale billing can also be settled using retail billing system whereas retail billing cannot be handles using wholesale billing system.</p>	<p>4</p>
<p>Q. 18</p>	<p>Some of the precautions to be taken to minimize theft /shop lifting are as follows</p> <ol style="list-style-type: none"> 1. Merchandise should never be displayed at the entrance and exit of the store. 2. Install CCTV camera to have a closed look on the customers. 3. Expensive products like watches, jewelry, precious stones, mobile handsets so on must be kept in a locked cabinet. 4. Ask the customer to deposit their carry bags at the entrance itself. 5. Do not allow the customers to carry more than 3 dresses at one time in the trial room. 	<p>4</p>
<p>Q. 19</p>	<p>‘To justify the statement “Aesthetic ambience and visual communication increases the store productivity” we know that the success of a retail store is highly influenced by its layout design and the ambience created by the retailer. The old saying “The first impression is the last impression” is especially true in relation to design and atmosphere of a retail store. The first impression given to the potential customer determines whether the retail store has gained or lost a buyer. The physical characteristic and surrounding influence of a retail store creates an image in order to attract the customers and the positive ambience to the customer helps them to enjoy their shopping and leave with a smile.</p>	<p>4</p>
<p>Q. 20</p>	<ol style="list-style-type: none"> 1. A visual merchandiser takes care of the window display representing a seasonal theme with mannequins according the concept and store. 2. He decorates the window display in such a way that the customer gets excited by the brand and increases the walk-ins. 3. A visual merchandiser also spends a lot of time training the store staff how to place the merchandise. 4. He also takes a call on slow-moving merchandise and makes sure it gets prominence through better lighting and display. 	<p>4</p>
<p>Q. 21</p>	<p>Effective housekeeping can eliminate some workplace hazards and help to get a job done safely and properly. It eases the flow of materials. There is chances of fewer tripping and slipping accidents in clutter free and spill-free work areas. It decreases the fire hazards. There is better control of tools and materials including inventory and supplies. It reduces property damage by improving preventive maintenance. Tools and materials are also east to find and better hygienic conditions leads to improved health.</p>	<p>4</p>