

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE 401)

CLASS X (SESSION 2021-2022) MARKING SCHEME FOR TERM - II

Max. Time Allowed: 1 ½ Hours (90 min)

Max. Marks: 25

General Instructions:

1. Please read the instructions carefully
2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
3. Section A is of **05 marks** and has 06 questions on Employability Skills.
 - a) Questions numbers 1 to 4 are one mark questions. Attempt any three questions.
 - b) Questions numbers 5 and 6 are two marks questions. Attempt any one question.
4. Section B is of **12 marks** and has 12 questions on Subject Specific Skills.
 - a) Questions numbers 7 to 12 are one mark questions. Attempt any four questions.
 - b) Questions numbers 13 to 18 are two marks questions. Attempt any four questions.
5. Section **C is of 08 marks** and has 03 competency-based questions.
 - a) Questions numbers 19 to 21 are four marks questions. Attempt any two questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.

Answer Key /Marking Scheme

SECTION A 5 Marks

Answer any 03 questions out of the given 04 questions (1 X3 = 3 Marks)

- 1) False([page 96](#))
- 2) False ([page 98](#))
- 3) 17 ([page 108](#))
- 4) Sustainable Development Goals ([page 106](#))

Answer any 01 question out of the given 02 questions (2 x 1 = 2 Marks)

- 5) Any 2 of the following ways:

Create Jobs

With the growth of a business, entrepreneurs look for more people to help them. They buy more material, and from more people. They also hire more people to work for them. In this way, more people have jobs.

Sharing of Wealth

Wealth means having enough money to live a comfortable life. As entrepreneurs grow their business, the people working for them and in related businesses also grow. They have more money to live a better quality life.

Lower Price of Products

As more entrepreneurs sell the same product, the price of the product goes down.

(Page 86)

6) Using solar power i.e., power generated using the sun does not cause pollution as it does not require burning of non-renewable fuels, such as coal. We are making efforts to increase the solar power generation so that our electricity needs are met and at the same time we do not pollute the environment or use up natural resources. Use of biogas is also an eco-friendly alternative to natural gas.

(page 111)

SECTION B (4+ 8 =12 Marks)

Answer any 04 questions out of the given 06 questions (1 x 4 = 4)

- 7) Merchandise (pg 40)
- 8) Ignition (page 138)
- 9) False (page 147)
- 10) Correct (page 120)
- 11) Hazards (Page 135)
- 12) Creativity. (Page 51)

Answer any 04 questions out of the given 06 questions (2x 4 = 8)

13) A Control Room is a room serving as an operations centre where a facility or service can be monitored and controlled. A definition or description of a control room for security would be “a facility for the provision or procurement of assistance or advice for guarding, mobile patrol and mobile supervisory staff in routine and emergency situations”.

(Page 123)

- 14) Any 4 of the following:
 - a. Personal Security Guards
 - b. Residential Security Guards
 - c. Corporate Security Guards
 - d. Private Security Guards

e. Mobile Security Guards

f. Static Security Guards

(page 116)

15) The four areas forming duties and responsibilities of a Merchandiser are:

Planning

Though the merchandisers may not be directly involved in the actual purchase of merchandise, they formulate the policies for the areas in which they are responsible.

Directing

It is a very important function of the merchandiser that he will guide and train buyers as and when the need arises.

Coordinating

The merchandise managers supervise the work of more than one buyer, hence they need to coordinate the buying effort of the buyers.

Controlling

Assessing not only the merchandise performance, but also the buyer's performance as well as buying behaviour is part of the merchandise manager's job.

(page 56)

16) The principles of visual merchandising are: (Any 4)

- Make it easier for the customer to locate the desired category and merchandise.
- Make it easier for the customer to self-select.
- Make it possible for the shopper to co-ordinate and accessorize.
- Recommend, highlight and demonstrate particular products at strategic locations.
- Educate the customer about the product in an effective creative way.
- Make proper arrangements in such a way to increase the sale of unsought goods

(page 52)

17) The types of General Merchandise Retailers are: (Any 4)

- Discount Stores
- Specialty Stores
- Category Specialists
- Home Improvement Centres
- Department Stores
- Drugstores
- Off-Price Retailers
- Value Retailers

(page number 42-43)

18) A successful security programme will rely on the honesty, integrity, and loyalty of the persons implementing the security system as well as its employees' responsiveness to the laid down procedures and systems

(page 120)

SECTION C (4 x 2 = 8 Marks)

Answer any 02 questions out of the given 03 questions (2 x 4 = 8)

19) **Case study 1: Reference page 40, 41, 42, 43 and 44 and 52. Set of 2 questions with 2 marks for each.**

Answer a)- Proper visual merchandising announcing different products- shirts, pyjamas, accessories, etc. Proper display of merchandise based on quality of fabric (example- cotton pyjamas displayed together, sizes. The price tag must be attached. Colour blocking in display needed. Signages announcing new arrivals

Answer b- She is a price conscious customer, not happy with the discounts/ offers. Some products are available in some other store cheaper. There may be products nearing expiry date as well. Further, in certain categories, she didn't find the brand/ product she was looking for; hence didn't pick up anything.

20) **Case study 2: Reference page 55, 56, 57, 58. Set of 4 questions with 1 mark for every one of them.**

Answer a- Ladies apparels

Answer b- No window had a display of Indian wear; all mannequins decked up with western wear.

Answer c- Let the mannequins hold ladies' handbags, wear sunglasses, costume jewellery, etc. This will catch the customer's eye.

Answer d- Improve the instore Visual merchandising, proper category wise, colour/ size wise display, offer reasonable prices, approach customers, and lead them to Men's section.

21) **Case study 3- Reference pages 119, 120, 121, 122, 123 and 124. Set of 2 questions with 2 marks for each.**

Answer a- The security point where vendor comes in with supplies did not match the supply documents with actual quantities- lack of proper physical verification while in warding, and less quantities may have come into the store. Certain customers may have missed billing certain items before leaving the store- proper matching of bill with products did not happen. Staff purchase not monitored properly; frisking of staff while leaving the store not properly done.

Answer b -The security head and store in charge are accountable. They have failed to implement the necessary processes of security steps and standard operating procedures to minimize losses, wrong product entry, in store theft, etc. To cross check for possible lapses, the CCTV footages to be reviewed, registers checked, security staff deployment to be reviewed, physical match of stocks during in warding and billing, proper frisking of staff while leaving store, periodical rotation of security staff, staff training, security drill are the major steps to be taken.