

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE-801)

MARKING SCHEME FOR CLASS XI (SESSION 2022-2023)

Max. Time: 3 Hours

Max. Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 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 (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section has 06 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)				
i	Table	Employability skills (Text book)	3	111	1
ii	(C) Disrespect	Employability Skills (Study material)	4	58	1
iii	(D) Every expression leaves no impression	Employability Skills (Study material)	2	19	1
iv	(D) Recreate	Employability Skills (Study material)	5	65	1
v	(D) Belief	Employability skills (Text book)	2	69	1
vi	Assertive	Employability Skills (Study material)	1	2	1

Q. 2 Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)					
i	(A) Credit requisition	CBSE TEXT BOOK	2	53	1
ii	(A) Health and safety program	CBSE TEXT BOOK	5	122	1
iii	(A) B2B	CBSE TEXT BOOK	3	65	1
iv	Credit worthiness	CBSE TEXT BOOK	2	57	1
v	(D) Creativity	CBSE TEXT BOOK	2	58	1
vi	First Aid	CBSE TEXT BOOK	5	138	1
vii	(B) Capital	CBSE TEXT BOOK	2	58	1
Q. 3 Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)					
i	Retailer	CBSE TEXT BOOK	3	71	1
ii	(D) Hazardous	CBSE TEXT BOOK	5	121	1
ii	(A) Mannequin	CBSE TEXT BOOK	2	43	1
iii	(B)Organized	CBSE TEXT BOOK	1	5	1
iv	Occupational Health and Safety	CBSE TEXT BOOK	5	134	1
v	(B) Ability	CBSE TEXT BOOK	2	57	1
vi	(A) Security Guard	CBSE TEXT BOOK	5	129	1
Q. 4 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)					
i	Customer Relationship Management	CBSE TEXT BOOK	4	113	1
ii	(B) Straight floor plan	CBSE TEXT BOOK	3	66	1
iii	(A) Carpentry	CBSE TEXT BOOK	1	27	1
iv	(C) Reporting	CBSE TEXT BOOK	5	138	1
v	(B) Loyal	CBSE TEXT BOOK	1	24	1
vi	With positive language	CBSE TEXT BOOK	3	79	1
Q. 5 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)					
i	(A) Visual Private Network	CBSE TEXT BOOK	4	114	1
ii	Skill	CBSE TEXT BOOK	1	27	1
iii	(A) IT system	CBSE TEXT BOOK	4	114	1
iv	(D) Electric - based	CBSE TEXT BOOK	3	65	1
v	(A) MC Donald's	CBSE TEXT BOOK	1	9	1
vi	After – sale	CBSE TEXT BOOK	4	111	1

Q. 6 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)					
i	Merchandise/ goods	CBSE TEXT BOOK	4	92	1
ii	(C) Wholesaler	CBSE TEXT BOOK	1	2	1
iii	(C) Product	CBSE TEXT BOOK	4	91	1
iv	Unorganized	CBSE TEXT BOOK	1	4	1
v	(c) Product Webpage	CBSE TEXT BOOK	4	94	1
vi	Customer Service Associates	CBSE TEXT BOOK	3	66	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)					
Q. 7	(Any 2) <ul style="list-style-type: none"> • Use imagination • Take moderate risks • Look for economic opportunities • Enjoy freedom of decision making and action • Analyze situations and plan actions • Be able to deal with fear • Accept feedback and criticism positively • Get involved in all activities • Have clarity of purpose • Believe the change you want to bring • Be passionate • Be flexible • Do not be egoistic • Strong work ethic 	Employability Skills (Study material)	4	60	2
Q. 8	A stakeholder in an economy is someone who has the ability to affect or be affected by the growth or fall of the economy. Example: The government The Private Agencies The people	Employability Skills (Study material)	5	68	2
Q. 9	There are eight parts of speech in the English language: noun, pronoun, verb, adjective, adverb, preposition, conjunction, and interjection.	Employability Skills (Study material)	1	14	2
Q. 10	The manage option opens the manage changes dialog box. In this all the changes are displayed in a list. You can select a particular change and accept or reject it.	Employability skills (Text book)	3	134	2

Q. 11	(Any 2) Personal hygiene is important because it- <ul style="list-style-type: none"> • Helps us stay healthy. • Creates a good image of ourselves. • Helps us avoid feeling ashamed in public due to our bad breadth, body odour, etc. 	Employability Skills (Text book)	2	81	2
Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)					
Q. 12	Ergonomics: It is the science of matching a retail store's requirements to the retailer's capabilities. For example, if a retailer hires a weak person to lift very heavy boxes for hours on end, there are more chances of risk injury to the employee due to poor ergonomics.	CBSE TEXT BOOK	5	121	2
Q. 13	(Any 4) The various types of agents who are involved in agency-based sales are: <ul style="list-style-type: none"> • Sales agents • Sales outsourcing through direct branded representation • Transaction sales • Consultative sales • Consignment sales • Telemarketing or telesales • Retail sales 	CBSE TEXT BOOK	3	64	2
Q. 14	(Any 2) Product information helps the customers to <ol style="list-style-type: none"> 1. Identify the kind of product they are going to buy, 2. Identify if the product meets their needs and interest, 3. Understand the size, shape, color, price, style, brand, availability, etc., of a particular product, 4. Understand how to use a product in proper manner, 5. Compare the products with other products regarding the quality, price, quantity, availability, and substitute product they should prefer, 6. Understand the packaging, modes of 	CBSE TEXT BOOK	4	193	2

	payment, modes of delivery, any other specification of the particular products, 7. Describe the terms and conditions related to returning of the product, insurance, damage, etc., and 8. Understand any other information related to the product.				
Q. 15	Customer satisfaction Customer satisfaction occurs when the value and customer service provided through a retailing experience meets or exceeds consumer expectations. 'Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation'.	CBSE TEXT BOOK	1	22	2
Q. 16	Business-to-business (B2B) sale: It refers to sales made by other businessman rather than an individual customer. An industrial or professional sale involves selling from one business to another.	CBSE TEXT BOOK	3	65	2

Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)

Q. 17	(Any 3) The objective of sales promotions are as follows: 1. Stimulate inquiries from consumers asking for detailed information about a product 2. Increase the product trials in expectation that the trial would lead to customer satisfaction. 3. Encourage repurchase of goods; develop loyalty in a customer's mind. 4. Initiate inventory building by retailers to help consumers with a ready supply. 5. Get dealers' promotional assistance by co- coordinating with personal selling	CBSE TEXT BOOK	3	70	3
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Q. 18	(Any 2) The characteristics of credit sale are as given below. <ul style="list-style-type: none"> • The transferor normally deals in goods and services. • The title of the goods lies with the seller before it is sold on credit. • There are fewer formalities especially in case of open account. • It is usually extended for three months. • It depends on terms imposed by seller. • No security is required. • It can be facilitated with different financial institutions with easy terms and at a continuous rate. • Almost half of short financial requirement of retail is met by this type of mutual trust and good relation. 	CBSE TEXT BOOK	2	41	3
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Q. 19	A credit requisition is a request for credit. A valid credit requisition includes the amount and type of credit requested. It also includes the applicant's credit score, report and means of security for the loan. Normally, credit limits are prescribed by the vendor.	CBSE TEXT BOOK	2	54	3
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Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

Q. 20	The 4 Ps of customer service include: (a) Promptness: A retailer should fulfill his promises by delivering products on time. There should be no delay in delivering the products or in the case of cancellation. (b) Politeness: Politeness here means putting the customers' needs before your own. It means consistently being welcoming, using their name, being respectful and interested in the customer. It means listening to them and watching language around customers.	CBSE TEXT BOOK	1	21	4
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	<p>(c) Professionalism: All customer interactions should be professional. A retailer should demonstrate competence, knowledge and expertise in the field, and should avoid demonstrating anxiety, frustration, fear, or weakness.</p> <p>(d) Personalization: A retailer should personalize a customer's experience. Clients appreciate when a business owner remembers their name, their preferences and their unique needs. Personalization should be incorporated wherever possible in the service delivery. It makes clients feel valued and increases their loyalty and engagement towards the business.</p>				
Q. 21	<p>System of reporting accidents and emergencies to right persons. It is important to report to the relevant enforcing authority — employers, or in certain circumstances others who control or manage the premises and keep records — of injuries, accidents and emergencies about:</p> <ul style="list-style-type: none"> • work-related deaths, • work-related accidents which cause injuries to the retail staff, and • injuries to customers in a retail store. • <p>In this way the accidents and emergencies are reported in a retail store.</p>	CBSE TEXT BOOK	5	139	4
Q. 22	<p><u>Techniques to encourage customers loyalty</u></p> <p>Following are the ways to generate strong customer loyalty:</p> <p>(a) Keep customers informed: Let the customers know about the business and how the product and service offerings can help them. The retailer should produce a newsletter or greeting card</p>	CBSE TEXT BOOK	4	100	4

	<p>series that can be mailed or e-mailed to customers regularly and ensure that the website contains plenty of information on customer care service.</p> <p>(b) Send handwritten notes: There is a lot of power in a handwritten, personal note. It is the cheapest and most effective loyalty building and customer retention tool in existence. Handwritten notes leave a positive impact on the customer.</p> <p>(c) Talk to the customers: The retailer should give the customers a call to inform them about offers. He or she should make the time to chat with them briefly and ask if there is anything that can be done for them.</p> <p>(d) Remember important occasions: Wish and greet the customers on their birthdays, anniversaries, and other important days. Send personalized cards or letters in conjunction with these occasions.</p>				
Q. 23	<p>There are four types of promises made to customers as discussed below:</p> <p><u>Type 1</u> – Offer-related promises: Here, a sales associate can promise different offers that are to be offered by the company to the customer. Offers may include trade discount, cash discount, free shipping, free gift, weekly discount, discounts on special goods, etc.</p> <p><u>Type 2</u> – Quality-related promises: Here, a sales associate can promise about the different qualities of the product, such as usability, appearance, reliability, operability, stability, durability, etc.</p>	CBSE TEXT BOOK	4	116	4

	<p><u>Type 3</u> – Promises related to easy shopping:</p> <p>Customers should be promised an easy shopping experience, in terms of flexibility, availability, transportation, durability, delivery, efficiency, reputability, etc. These qualities of a product make its shopping process easy.</p> <p><u>Type 4</u> – Promises related to competent service:</p> <p>Lastly, the promises related to after-sale service, such as delivery of products, support by phone calls, follow-up with the customer and any technical support, are made.</p>				
Q. 24	<p>A sales associate is required to be very polite to take burden of an emotional and angry customer. The sales associate may keep the following in mind:</p> <p>(i) Apologies sincerely: “I am sorry” is a mandatory response in such situations. Make a personal apology to the customer who has faced an ugly experience.</p> <p>(ii) Sympathize: Many a times angry customers need to be empathized with. Even small phrases spoken by the sales associate, like, “I understand how upsetting that must have been,” can help the customer realize that the sales team is in this pursuit to make things right.</p> <p>(iii) Accept responsibility: The sales associate should accept responsibility for a customer’s unhappiness. It does not make the sales associate ‘at fault’.</p>	CBSE TEXT BOOK	3	81	4

	<p>(iv) Prepare to help: Fixing a problem by setting the things right is important. A sales associate places a replacement order for customers. Even if things are handled perfectly, some customer simply cannot calm down. In such a situation, the sales associate should try making the best effort.</p>				
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