

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE: 401)

MARKING SCHEME FOR CLASS X (SESSION 2023-2024)

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. 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 (26 MARKS):**
 - i. This section contains 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. 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.	(a) verbal communication	NCERT	Ch-1	Pg-7	1
ii.	(a) Self -Awareness	CBSE Study Material	Ch-2	Pg-20	1
iii.	(b) guilt	CBSE Study Material	Ch-2	Pg-18	1
iv.	(C) Control panel	NCERT	Ch-3	Pg-66	1
v.	(B) Planning	CBSE Study Material	Ch-4	Pg-49	1
vi.	(c) Recycling	CBSE Study Material	Ch-5	Pg-64	1
Q. 2	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	(A) Due bill	CBSE Study Material	Ch -1	Pg-91	1
ii.	(A) Customers satisfaction	CBSE Study Material	Ch -1	Pg-94	1
iii.	(B) carefully	CBSE Study Material	Ch -1	Pg-99	1
iv.	(D) INTEC	CBSE Study Material	Ch -1	Pg-95	1
v.	Main objective of retail transportation is timely delivery to customers.	CBSE Study Material	Ch -1	Pg-98	1
vi.	(a) Electronic data interchange	CBSE Study Material	Ch -1	Pg-106	1

Q. 3	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	c) angular floor plan	CBSE Study Material	Ch -2	Pg-70	1
ii.	b) White Cross on a green background	CBSE Study Material	Ch -2	Pg-73	1
iii.	d) inventory	CBSE Study Material	Ch -2	Pg-79	1
iv.	c) standard	CBSE Study Material	Ch -2	Pg-79	1
v.	a) standard operating procedure	CBSE Study Material	Ch -2	Pg-79	1
vi.	straight floor plan	CBSE Study Material	Ch -2	Pg-68	1
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	Chocolates, cakes, cold drinks, chips pizza etc	CBSE Study Material	Ch -3	Pg-41	1
ii.	c) Quantity	CBSE Study Material	Ch -3	Pg-42	1
iii.	d) Standardization	CBSE Study Material	Ch -3	Pg-40	1
iv.	a) directing	CBSE Study Material	Ch -3	Pg-49	1
v.	d) Make payments	CBSE Study Material	Ch -3	Pg-46	1
vi.	d) Footwear	CBSE Study Material	Ch -3	Pg-54	1
Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	d) control room	CBSE Study Material	Ch -4	Pg-123	1
ii.	a) Closed circuit television	CBSE Study Material	Ch -4	Pg-122	1
iii.	a) Black Cats	CBSE Study Material	Ch -4	Pg-128	1
iv.	a) the product label	CBSE Study Material	Ch -4	Pg-143	1
v.	Medical benefits Sickness benefits Maternity benefits (Any 2)	CBSE Study Material	Ch -4	Pg-130	1
vi.	c) 2005	CBSE Study Material	Ch -4	Pg-127	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. 6	Completeness Conciseness Clarity Correctness Concreteness Consideration Courtesy *Any 4	CBSE Study Material	Ch- 1	Pg- 5	2
Q. 7	<ul style="list-style-type: none"> • Ensures greater learning. • Individuals feel more empowered and responsible. • It provides flexibility to choose and define working hours and working mechanisms. • Failure and success of the task assigned are accounted by individuals. • Individuals become assets to 	CBSE Study Material	Ch- 2	Pg- 19	2

	<p>organizations, groups and nations at large.</p> <ul style="list-style-type: none"> • It ensures creativity and satisfaction amongst individuals. <p>* Any Two</p>				
Q. 8	<p>An operating system is a software that serves as an interface between the user and the computer.</p>	CBSE Study Material	Ch- 3	Pg- 22	2
Q. 9	<ul style="list-style-type: none"> • Accentuates economic Growth • Fosters Creativity • Stimulates Innovation and Efficiency • Creates Jobs and Employment Opportunities • Solves the problems of the society • Encourages welfare of the society <p>* Any Two</p>	CBSE Study Material	Ch- 4	Pg- 45	2
Q. 10	<p>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.</p>	CBSE Study Material	Ch- 5	Pg- 62	2
Answer any 4 out of the given 6 questions in 20 – 30 words each (2 x 4 = 8 marks)					
Q. 11	<ul style="list-style-type: none"> ➤ Telecom Billing is a process of collecting usage, aggregating it, applying required usage and rental charges and finally generating invoices for the customers. ➤ Telecom billing process also includes receiving and recording payments from the customers. 	CBSE Study Material	Ch- 1	Pg- 94	2
Q. 12	<p>Advantages</p> <ol style="list-style-type: none"> 1. Motivates shoppers to spend time and explore the merchandise. 2. Maximizes sale through impulsive buying. 3. Appropriate for stores where selling approach is consultative and personal <p>* Any Two</p>	CBSE Study Material	Ch- 2	Pg- 69	2
Q. 13	<p>Objectives for a Store Design</p> <ol style="list-style-type: none"> (1) Implement the retailer's strategy, (2) Influence customer buying behavior, (3) Provide flexibility, (4) Control design and maintenance costs (5) Meet legal requirements. <p>* Any Two</p>	CBSE Study Material	Ch- 2	Pg- 74	2

Q. 14	Merchandise Planning “A systematic approach. It is aimed at maximizing return on investment, through planning sales and inventory in order to increase profitability. It does this by maximizing sales potential and minimizing losses from mark - downs and stock - outs.”	CBSE Study Material	Ch- 3	Pg- 40	2
Q. 15	A planogram allows visual merchandisers to plan the arrangement of merchandise by style, type, size, price or some other category. It also enables a chain of stores to have the same merchandise displayed in a coherent and similar manner across the chain	CBSE Study Material	Ch- 3	Pg- 52	2
Q. 16	<ul style="list-style-type: none"> ➤ Housekeeping refers to the set of activities that are intended for cleaning the house by cleaning dirty surfaces, dusting, disposing of rubbish, vacuuming, etc. Hoover the floor, change the sheets, and clean the windows. ➤ All of these activities come under the umbrella term ‘housekeeping’ and are what most people do a little of from time to time. 	CBSE Study Material	Ch- 4	Pg- 119	2

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

Q. 17	<p>Objectives of Retail Transport</p> <ul style="list-style-type: none"> ♣ To deliver the goods to the customer in a short time. ♣ To deliver the goods at a lease cost. ♣ To reduce loading and unloading as much as possible. ♣ To improve safety measures during transporting. ♣ To adopt all legal requirement towards transportation. <p>* Any four</p>	CBSE Study Material	Ch- 1	Pg- 98	4
Q. 18	<p>A good store layout serves many purposes as:</p> <ul style="list-style-type: none"> ➤ Store Atmosphere: The physical characteristics and surrounding influence of a retail store creates an image in order to attract customers. ➤ Enhance Sales: The store layout should enable the customers to move around the store conveniently. This is done by preparing a circulation plan. ➤ Maximize Returns per Square Foot: A well planned layout enhances the utilization of customer’s time and best of the shopping experience. 	CBSE Study Material	Ch- 2	Pg- 66	4

	<ul style="list-style-type: none"> ➤ Match the merchandise with the format: retail stores are designed to target the specific kind's of customers. ➤ Assistance for differently abled women, children and safety of customers. The layout for the store should provide convenience for variety of shopper's visiting it. <p style="text-align: center;">* Any four</p>				
Q. 19	<p>The principles of visual merchandising are:</p> <ul style="list-style-type: none"> ♣ 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. <p>* Any four</p>	CBSE Study Material	Ch- 3	Pg- 52	4
Q. 20	<p>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</p> <p>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.</p>	CBSE Study Material	Ch- 3	In ref Pg- 40, 41, 42, 43 and 44	2+2

<p>Q. 21</p>	<p>(a) Height: 160 cms for male and 150 cms for female.</p> <p>(b) Weight: According to standard table of height and weight, chest 80 cms with an expansion of 4 cms (for females no minimum requirement for chest measurement).</p> <p>(c) Eyesight: Far sight vision 6/6, near vision 0.6/0.6 with or without correction, free from colour blindness. He/she should be able to identify and distinguish color display in security equipment.</p> <p>(d) Read and understand displays in English alphabets and Arabic numerals.</p> <p>(e) Free from knock knee and flat foot. He/she should be able to run one kilometer in six minutes.</p> <p>(f) Hearing: Free from hearing defects. He/she should be able to hear and respond to the spoken voice and the alarms generated by security equipments.</p> <p>(g) The candidate should have dexterity and strength to perform searches, handle objects and use force for restraining the individuals. (h) A candidate should be free from evidence of any contagious or infectious disease. He should not be suffering from any disease which is likely to be aggravated by service or is likely to render him unfit for service or endanger the health of the public.</p> <p>* Any four</p>	<p>CBSE Study Material</p>	<p>Ch- 4</p>	<p>Pg- 127</p>	<p>4</p>
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