

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE: 801)

MARKING SCHEME FOR CLASS XII (SESSION 2023-2024)

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/PS SCIVE/ 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.	Communication is the act of conveying message from one entity or group to another through the use of mutually understood signs, symbols and semiotic rules.	CBSE study material	1	1	1
ii.	(D) MAX	CBSE study material	3	33	1
iii.	(C) Histrionic Personality Disorder	CBSE study material	2	36	1
iv.	Intrinsic motivation	CBSE study material	2	24	1

v.	(C) Startup	CBSE study material	4	88	1
vi.	United Nations Environment Programme	CBSE study material	5	62	1
Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)				
i	(B) Loud music	CBSE study material	1	49	1
ii	(C) Leave the cash register open	CBSE study material	1	65	1
iii	(A) Accurate record keeping	CBSE study material	1	77	1
iv	Battery Electric Vehicle	CBSE study material	1	74	1
v	(B) Point of purchase	CBSE study material	3	188	1
vi	Customer Centric: The ability to understand and meet the needs of customers.	CBSE study material	1	95	1
vii	Business to Business	CBSE study material	2	109	1
Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)				
i.	(A) Direct email marketing	CBSE study material	2	119	1
ii.	(D) After sale difficulties	CBSE study material	2	115	1
iii.	(A) Virtual Call Center Technology	CBSE study material	2	130	1
iv.	(B) Customer Relationship Management	CBSE study material	2	140	1
v.	(D) Maximize Clutter	CBSE study material	1	58	1
vi.	(B) Keyboard	CBSE study material	3	183	1
vii.	(Any 2 can be considered) Scissors, Stapler, Two-Sided Tape, Pins, Hot glue sticks and glue gun.	CBSE study material	1	55	1

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	(A) Monitor	CBSE study material	3	183	1
ii.	(B) Point of Sale	CBSE study material	3	188	1
iii.	(Any 2 can be considered) Balance Size of objects Color Focal Point Simplicity	CBSE study material	1	48	1
iv.	Qwerty layout	CBSE study material	3	184	1
v.	(B) Cash is King	CBSE study material	4	102	1
vi.	(A) Dual aspect concept	CBSE study material	4	116	1
Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	(B) Difficult to use	CBSE study material	4	107	1
ii.	(D) Materiality	CBSE study material	4	116	1
iii.	(D) Conservatism	CBSE study material	4	118	1
iv.	(D) Report	CBSE study material	5	186	1
v.	Retail billing system	CBSE study material	4	107	1
vi.	(B) Perpetual method	CBSE study material)	5	187	1
Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	(B) NOS	CBSE study material	5	188	1
ii.	(B) Table	CBSE study material	3	187	1
iii.	(D) First in First Out	CBSE study material	5	188	1
iv.	(A) SSL Security	CBSE study material	2	115	1

v.	(D) Consumable Tools	CBSE study material	5	191	1
vi.	Stock out	CBSE study material	5	188	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PS SCIVE/ 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	The four steps of Active listening are: <ul style="list-style-type: none"> ▪ Contact ▪ Absorb ▪ Reflective feedback ▪ Confirm 	CBSE study material	1	2	2
Q. 8	Paranoid: Feeling extremely nervous and worried because you believe that other people do not like you or are trying to harm you.	CBSE study material	2	11	2
Q. 9	(Any 2 can be considered) Features of spreadsheets application <ul style="list-style-type: none"> • Built-in functions make calculations easier, faster, and more accurate. • Large volumes of data can be easily handled and manipulated. • Data can be exported to or imported from other software. • Data can be easily represented in pictorial form like graphs or charts. Formulae are automatically recalculated whenever underlying data values are changed.	CBSE study material	3	14	2
Q. 10	Role of Green jobs: <ol style="list-style-type: none"> 1.Preserve on restore the quality of environment. 2.Reduce environmental footprints of economic activity. 	CBSE study material	5	67	2
Q. 11	Barriers to becoming an entrepreneur: <ul style="list-style-type: none"> • Unsupportive business environment • Market entry regulations • Shortage of capital Skilled workforce challenges	CBSE study material	4	42	2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

Q. 12	Importance of POS Marketing Point-of-sale marketing generates new product awareness, trial and ultimately purchase. While most shoppers purchase an item they found on the shelf, offers, discounts and samples near the point-of-purchase often lead to shoppers switching brands.	CBSE study material	3	188	2
Q. 13	One small printer is usually added to the POS system. This component can be programmed from the back office server to produce customized receipts or invoices for customer use. The printer may also be used for printing sales reports or employee timecards.	CBSE study material	3	184	2
Q. 14	An effective point of sale will: <ul style="list-style-type: none">• Attract the shopper's attention.• Identify the item or service offered.• Describe what the item will do for the shopper. Give the price and any savings.	CBSE study material	1	54	2
Q. 15	Going Concern Concept: This principle of accounting assumes that the business will continue forever. It is an assumption that the company will stay in business and that the value of its assets will endure.	CBSE study material	4	116	2
Q. 16	A Fixture Map is a physical layout of the store and all store locations. Each fixture, display, rack, and back stock location should be assigned a Fixture Map that relates to a slip code that will be used for counting of inventory.	CBSE study material	5	193	2

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

Q. 17	Magnetic stripe readers Credit card payments are a must. Magnetic stripe readers (MSR) are used to capture credit or debit card information to process sales. An MSR component can be attached to the work station terminal to enable a customer to swipe a credit card at the time of payment.	CBSE study material	3	184	3
Q. 18	Advantages of e-retailing for Retailers are as follows: (Any six) <ul style="list-style-type: none">• Location is unimportant.• Size does not matter.• Saves on the wages and premises costs.• Reach a larger audience.	CBSE study material	2	108	3

	<ul style="list-style-type: none"> • Higher disposable income profile than average. • Accepts orders 24-hours a day. • More opportunities for <ul style="list-style-type: none"> – CRM and micro-marketing. <p>– Cross and up-selling.</p>				
Q. 19	<p>Online shoppers commonly use a credit card or a PayPal account in order to make payments. However, some systems enable users to create accounts and pay by alternative means, such as: (Any six)</p> <ul style="list-style-type: none"> • Billing to mobile phones and landlines. • Cash on delivery (C.O.D.). • Cheque / Check. • Debit card. • Direct debit in some countries. • Electronic money of various types. • Gift cards. • Postal money order. • Wire transfer/delivery on payment. <p>Invoice, especially popular in some markets/countries, such as Switzerland.</p>	CBSE study material	2	106	3

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

Q. 20	<p>Step 1: Scanning the Products Bar code scanner uses a laser beam to read the information coded in the bar code.</p> <p>Step 2: Receiving Payments Merchants use point-of-sale (POS) systems to take customer payments by credit card / debit card or cash.</p> <p>Step 3: Printing the Bill POS equipment can print copies of the sale for the customer and the merchant.</p> <p>Step 4: Cash Drawer Merchants running POS systems usually attach a cash drawer to the system to hold the credit card receipts.</p> <p>In this way all these components work together in synchronization to give the best results to a retailer.</p>	CBSE study material	3	186	4
Q. 21	<p>As a security measure follow these simple rules for cash register security: (Any Eight)</p> <ul style="list-style-type: none"> • Never leave the cash register open at any time unless you are using it. • Never face away from an open cash drawer. • Never provide your staff code to anyone. • Always lock the register when leaving the station. 	CBSE study material	1	65	4

	<ul style="list-style-type: none"> • Never leave the key in an unattended cash register. • Have the cash cleared on a regular basis so as not to hold too much cash in the register. • Do not be distracted while using the cash register. • Never leave cash lying around. • Never stop to talk with customers or staff while carrying cash from one place to another. <p>Use common sense and be alert to suspicious persons or situations.</p>				
Q. 22	<p>The terms book-keeping and accounting are used interchangeably, but they differ from each other.</p> <p>Book-keeping involves the chronological recording of financial transactions of an organization in a set of books in a systemic manner. The main function of a book keeper is to maintain the books of original entry i.e., Journal, Ledger, etc.</p> <p>Accounting is on the other hand is much wider term which includes recording, classifying and summarizing of financial transactions and also making interpretations of the results of the business and report to the users.</p> <ul style="list-style-type: none"> • Bookkeeping is all about recording of financial transactions. <p>Accounting deals with the interpretation, analysis, classification, reporting and summarization of the financial data of a business.</p>	CBSE study material	4	113	4
Q. 23	<p>Accounting is the art and science of recording, classifying, summarizing and analyzing of financial transactions of an organization. The need for recording the transactions arises because it is not possible to remember all the transactions that take place over a period of time.</p> <p>The main objective of accounting is to keep a record of financial transactions so as to ascertain the profit made or Loss incurred on account of carrying out the business during a specified period and also to know the financial position of a business as on a particular date.</p>	CBSE study material	4	110	4

Q. 24	A: FIFO – First in First out Advantages: 1. Less waste 2. Higher profit B: By rotating stock in this way, it's more likely that there will be less inventory waste; food is more likely to be purchased before it goes bad.	CBSE study material	5	188	4
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