

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE-401)

MARKING SCHEME FOR CLASS IX (SESSION 2024-2025)

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.	1989	NCERT	Ch 5	Pg-184	1
ii.	c) positive thinking	NCERT	Ch 2	Pg-56	1
iii.	d) neat and clean appearance	NCERT	Ch 2	Pg-58	1
iv.	bluetooth	NCERT	Ch 3	Pg-93	1
v.	a) product business	NCERT	Ch 4	Pg-153	1
vi.	d) close	NCERT	Ch 1	Pg-4	1
Q. 2	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	convenience store	NCERT	Ch 1	Pg-12	1
ii.	c) chain retailer	NCERT	Ch 1	Pg-11	1
iii.	c) Walmart	NCERT	Ch 1	Pg-21	1
iv.	Gross domestic product	NCERT	Ch 1	Pg-21	1
v.	d) Big Bazaar	NCERT	Ch 1	Pg-22	1
vi.	b) Unorganized	NCERT	Ch 1	Pg-6	1

Q. 3	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	a) time and place utility	NCERT	Ch-2	Pg-42	1
ii.	a) semi durable	NCERT	Ch-2	Pg-27	1
iii.	b) intangible	NCERT	Ch-2	Pg-36	1
iv.	d) capital	NCERT	Ch-2	Pg-28	1
v.	impulse	NCERT	Ch-2	Pg-26	1
vi.	All a, b,& c	NCERT	Ch-2	Pg-25	1
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	a) inventory	NCERT	Ch 3	Pg-51	1
ii.	bincard	NCERT	Ch 3	Pg-51	1
iii.	d) matching with required	NCERT	Ch 3	Pg-61	1
iv.	c) eliminating double handling	NCERT	Ch 3	Pg-61	1
v.	invoice	NCERT	Ch 3	Pg-55	1
vi.	b) Serve as fixtures for holdingmerchandise	NCERT	Ch 3	Pg-66	1
Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	b) satisfied	NCERT	Ch 4	Pg-86	1
ii.	in all above conditions	NCERT	Ch 4	Pg-79	1
iii.	c) smile	NCERT	Ch 4	Pg-82	1
iv.	d) honest	NCERT	Ch 4	Pg-90	1
v.	a) feedback	NCERT	Ch 4	Pg-89	1
vi.	two	NCERT	Ch 4	Pg-74	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	Green Economy will help maintaining resources for present use as well as for future generation while also ensuring	Study material	Ch 5	Pg- 88	2

	that more employment and investment options are created to promote economic growth of the country. A green economy will be future ready				
Q. 7	<ul style="list-style-type: none"> • Knowledge • Intention • Deeds • Manners • Habits *Any 4	Study material	Ch 2	Pg- 18	2
Q. 8	<ul style="list-style-type: none"> • Computer hardware – Physical parts of a computer such as Input devices, output devices, central processing unit and storage devices are called computer hardware. • Computer software – Software are the programs or applications that run on computer. For example, MS Word, MS PowerPoint, Operating systems, etc. 	Study material	Ch 3	Pg- 30	2
Q. 9	<ul style="list-style-type: none"> • Innovation • Dynamic economic activity • Risk bearing • Potential for profit 	Study material	Ch4	Pg- 80	2
Q. 10	<ul style="list-style-type: none"> • Communication Cycle is the process by which a message is sent by one individual and it passes through a chain of recipients. • The timings and effectiveness of a communication cycle is based on how long it takes for feedback to be received by the initial sender 	Study material	Ch 1	Pg- 1	2
Answer any 4 out of the given 6 questions in 20 – 30 words each (2 x 4 = 8 marks)					
Q. 11	(a) Communications skills (b) Effective 'face-to-face' interactions with customers: (c) The art of listening to customers (d) Handling customer's grievances smoothly (e) Adopting a new, different perspective: Monitoring and measuring effectiveness *Any 4	NCERT	Ch4	Pg-76	2
Q. 12	<ul style="list-style-type: none"> • When the goods and services are sold from a physical place or store, it is called store retailing. 	NCERT	Ch1	Pg-10	2

	<ul style="list-style-type: none"> The basis of classification of store retailing is ownership and merchandise offered. 				
Q. 13	(a) Shelving and racking (b) Pallets (c) Storage of dangerous or hazardous goods (d) Storing food safely in a retail store (e) Storing goods and materials safely *Any 4	NCERT	Ch2	Pg-38	2
Q. 14	There are various hazards associated with workplace and common retail activities that can cause injuries, such as falling of goods, improper use of equipments and material. Also there are some potential injuries that can occur while handling material manually, which are as follows: <ul style="list-style-type: none"> Fractures <ul style="list-style-type: none"> cuts 	NCERT	Ch2	Pg-46	2
Q. 15	<ul style="list-style-type: none"> It helps in managing the current stock levels, ordered items and products as well as ones already sold. It provides a constant supply of products to fulfill customer demand. It allows customer retention. Customers convert into loyal customers by handling stock levels It monitors order levels, which indicates the owner and manager to order before the stock ends. It avoids over-stocking and under-stocking positions of goods in retail stores. *Any 2	NCERT	Ch3	Pg-51	2
Q. 16	<ul style="list-style-type: none"> Breaking bulk into smaller quantities. Providing product and service information to customers. Providing customer services. Creating a convenient, comfortable and pleasant shopping experience for consumers. Providing feedback to producers about customer needs. *Any 2	NCERT	Ch1	Pg-2	2
Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)					
Q. 17	The advantages of providing customer services are as follows: <ul style="list-style-type: none"> Helps in serving customers better Increases customer revenues. Helps in acquiring new customers. 	NCERT	Ch4	Pg-78	4

	<ul style="list-style-type: none"> • Aids in selling products more effectively. • Helps sales staff to close deals. • Helps in developing or enhancing the value proposition offered to customers • Enhances customer loyalty. • Retains customers to increase profits • Helps in focused customer delivery and support based on customer's segment. <p>*Any 4</p>				
Q. 18	<p>Some reasons for storage are:</p> <ul style="list-style-type: none"> • Today's time is competitive. Every customer wants to fulfill their needs by a variety of goods. Therefore, every retailer must focus on sufficient arrangement of goods. • Many products or commodities are consumed on a regular basis, but many products or commodities produced on a seasonal basis <ul style="list-style-type: none"> . • Some products or commodities are produced on a regular basis but consumed seasonally . • Many products or commodities need extra care for storage like medicines and drugs. • Storage of raw material should be done in such a place from where the products can be got easily <ul style="list-style-type: none"> . • Storage of goods during the recession phase increases the carrying cost and minimises the returns . • The storage of commodities varies with the demand of goods. Techniques of storing good <p>*Any 4</p>	NCERT	Ch2	Pg-38	4
Q. 19	<ul style="list-style-type: none"> • Real shortage: It occurs when goods are lost to the business in one of a number of ways, such as theft, loss, breakage or spoilage, over-issue and under supply. • Clerical shortage: It occurs when through faulty checking of goods on reception, a smaller quantity of goods is accepted than actually invoiced and paid for. Unexpected physical shortages are popularly 	NCERT	Ch3	Pg-65	4

	known as either shrinkage or leakage.				
Q. 20	<ul style="list-style-type: none"> • a) Meaning of handling equipment- There are various types of equipment used in a retail store for loading and unloading, storing and selling of goods. • Equipment is used to handle goods safely. <p>b) Examples of equipments used in handling: Trolley, Baskets, Bags ,Hand-held Scanner ,Labelling machine, Electronic Funds Transferred at Point of Sale (EFTPOS) printer,, Electronic scales, crane, forklift pallet (* any four examples)</p>	NCERT	Ch3	Pg-68	4
Q. 21	<p>E-shopping : This format allows the customer to evaluate and purchase comfortably from his/her home through the websites using the Internet . The products are delivered after online payment</p> <p>Telemarketing: Telemarketing is the communication with customers through telephone, to promote products or services. The company executive contacts customers at a time that is convenient to them. Most companies give their tollfree numbers for customers to contact them. For example, banks selling credit cards, educational institutions seeking admissions. Differences between store r</p>	NCERT	Ch1	Pg-15	4