

CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE: 401)

MARKING SCHEME FOR CLASS X (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.	Option (a) is correct public	NCERT	1	7	1
ii.	Physical exercise Yoga Meditation Nature walk Going on vacations (any 2)	CBSE study material	2	18	1
iii.	Option (b) is correct Time management.	NCERT	2	59	1
iv.	Drag and drop.	NCERT	3	66	1
v.	Option (c) is correct capital	NCERT	4	96	1
vi.	Option (d) is correct	NCERT	5	106	1
Q. 2	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	Offline	CBSE	1	91	1
ii.	Retail billing system.	CBSE	1	94	1
iii.	(a)Amdocs		1	95	1

iv.	(a) Customer satisfaction.	CBSE	1	94	1
v.	support exchange	CBSE	1	91	1
vi.	(a) Customer satisfaction	CBSE	1	98	1
Q. 3	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	(C) Angular Floor Plan	CBSE	2	70	1
ii.	(a) White Cross on a green background.	CBSE	2	73	1
iii.	Free-form designs	CBSE	2	74	1
iv.	(d) Marketing strategy	CBSE	2	79	1
v.	(a) 24 hours a day	CBSE	2	83	1
vi.	lay-by	CBSE	2	80	1
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	(c) luxury	CBSE	3	41	1
ii.	Customers	CBSE	3	43	1
iii.	(d) Divisional Merchandise Manage	CBSE	3	47	1
iv.	(d) Standardization	CBSE	3	44	1
v.	Window displays	CBSE	3	52	1
vi.	(a) lighting	CBSE	3	52	1
Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	Housekeeping refers to the set of activities that are intended for cleaning the house by cleaning dirty surfaces, dusting, disposing of rubbish, vacuuming, etc.	CBSE	4	119	1
ii.	CCTV	CBSE	4	123	1
iii.	Assistant	CBSE	4	129	1
iv.	(c) Material Handling	CBSE	4	137	1
v.	(a) Static security	CBSE	4	128	1
vi.	Indian Penal Code	CBSE	4	119	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIV E/ 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	E-mail can be used to communicate quickly with one or many individuals in various locations. It offers flexibility, convenience and low-cost.	NCERT	1	4	2
Q. 7	1. Organise 2. Prioritise 3. Control 4. Track	NCERT	2	60	2
Q. 8	1. Use passwords to login to your computer. 2. Install Anti-virus and Firewall. 3. Encrypt Data 4. Secure sites (any two)	NCERT	3	81	2

Q. 9	<p>Successful entrepreneurs have the following qualities.</p> <ul style="list-style-type: none"> • They are confident. They believe in themselves and their abilities. • They keep trying new ideas in their business. • They are patient. • They are creative and think differently about business ideas. • They take responsibility for their actions • They take decisions after thinking about them. • They work hard. • They do not give up when they face a difficulty.(any two) 	NCERT	4	84	2
Q. 10	<p>Organic farming is where farmers do not use chemical pesticides and fertilisers to increase their production. They use organic and natural fertilisers, such as cow dung to help in growing crops. This helps in better quality chemical free crops while at the same time maintaining the soil quality for future use.</p>	NCERT	5	107	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	1	94	2
Q. 12	<ul style="list-style-type: none"> • The store layout and design tell a customer what the store is all about. • It is very strong tool to create store image in the minds of the consumers. • It is defined as a physical location of various units of the stores that facilitate shoppers. • It is a plan to make effective use of space. It takes into account the customer flow pattern, display of merchandise, permanent structures like aisles and fixtures. (any two) 	CBSE	2	66	2
Q. 13	<p>Disadvantages:</p> <ul style="list-style-type: none"> • It is not very aesthetic, looks clumsy and • the very principle of impulsive selling is not served. 	CBSE	2	70	2
Q. 14	<p>Merchandise Planning is useful to the organizer:</p> <ul style="list-style-type: none"> • for attracting customers, • increase sales, • profit maximization and • reducing expenses 	CBSE	3	40	2

Q. 15	The steps to determine right assortment of merchandise are <ul style="list-style-type: none"> • Assessing the target market • Collecting information • Analysing the data • Determining breadth and depth of merchandise offering 	CBSE	3	42	2
Q. 16	Common housekeeping tasks are: <ul style="list-style-type: none"> • Vacuum cleaning • Painting • Weeding • Maintenance • Waste removal (Any four) 	CBSE	4	137	2

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

Q. 17	Objectives of Retail Transport <ul style="list-style-type: none"> • To deliver the goods to the customer in a shorttime. • 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. (any four)	CBSE	1	98	4
Q. 18	Planning a store layout involves the following steps: <ul style="list-style-type: none"> • Determining the availability of space. • Determining 'space needs' for selling and non-selling area. • Fitting 'space needs' for good customer flow and maximum sales per square foot. • Provision for self service • Types of merchandise presentation techniques. (Any four)	CBSE	2	68	4

<p>Q. 19</p>	<p>The basic duties of the merchandiser can be divided into four areas: planning, directing, co-ordinating and controlling.</p> <ol style="list-style-type: none"> 1. The buying effort in terms of how well it fits in with the store image and with the other products being bought by other buyers. 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. 2. Directing It is very important function of merchandiser that he will guide and train buyers as and when the need arises. Inspiring commitment and performance in the part of the buyers is necessary. 3. Coordinating usually, merchandise managers supervise the work of more than one buyer; hence they need to coordinate 4. 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. Buying performance may be evaluated on the basis of net sales maintained mark up percentages, mark down percentages, gross margin percentages and stock turn. This is necessary to provide control and maintain high performance results. 	<p>CBSE</p>	<p>3</p>	<p>56</p>	<p>4</p>
<p>Q. 20</p>	<p>It includes following types of Consumer products:</p> <ol style="list-style-type: none"> a) Staple: used for daily needs e.g. bread, milk, grocery etc. b) Impulse: instant purchasing e.g. chocolates c) Emergency: purchase on the needs e.g. Medicine d) Convenient: conveniently purchased e.g. vegetables e) Luxury: costly products e.g. Car, jewelry f) Comforts: purchase for comforts e.g. sofa-set. <p>(Any four)</p>	<p>CBSE</p>	<p>3</p>	<p>41</p>	<p>4</p>

<p>Q. 21</p>	<p>A person shall be eligible for employment as Security Guard if he fulfills the standards of physical fitness as specified in the PSARA Act (2005). The specifications are as follows:</p> <ul style="list-style-type: none"> (a) Height: 160 cms for male and 150 cms for female. (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). (b) 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. (c) Read and understand displays in English alphabets and Arabic numerals. (d) Free from knock knee and flat foot. He/she should be able to run one kilometer in six minutes. (e) 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. (f) The candidate should have dexterity and strength to perform searches, handle objects and use force for restraining the individuals. (g) 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. (1+3) 	<p>CBSE</p>	<p>4</p>	<p>127</p>	<p>4</p>
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