CBSE – DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE 801)

Marking Scheme

Class XII (Session 2019–2020)

Time: 3 Hours   **Max. Marks: 60**

General Instructions:

1. *This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.*
2. *Part A: Employability Skills (10 Marks)*
   - i. *Answer any 4 questions out of the given 6 questions of 1 mark each.*
   - ii. *Answer any 3 questions out of the given 5 questions of 2 marks each.*
3. *Part B: Subject Skills (40 Marks):*
   - i. *Answer any 10 questions out of the given 12 questions of 1 mark each.*
   - ii. *Answer any 5 questions from the given 7 questions of 2 marks each.*
   - iii. *Answer any 5 questions from the given 7 questions of 3 marks each.*
   - iv. *Answer any 3 questions from the given 5 questions of 5 marks each.*
4. **This question paper contains 42 questions out of which 30 questions are to be answered.**
5. *All questions of a particular part/section must be attempted in the correct order.*
6. *The maximum time allowed is 3 hrs.*

PART A: EMPLOYABILITY SKILLS (10 MARKS)

Answer any 4 questions out of the given 6 questions of 1 mark each:

1.	Define Listening. The act of consciously choosing to hear. It requires concentration so that brain processes meanings from words and sentences.	**(1)**
2.	What is self-Motivation? Self-Motivation is the ability to do what needs to be done without the influence or thrust from other people or situations.	**(1)**
3.	Give any one source of motivation. Music/Books/ Activities/Expansive thoughts/Living in the present/ Dreaming Big	**(1)**
4.	What are handouts? Handouts are very small images of slides printed together on a sheet of paper, which can be given to the viewers for reference.	**(1)**
5.	Define a green building. Green buildings use ecofriendly materials, benefit environment by conserving energy.	**(1)**

6.	Name any one entrepreneurial competency. Self-confidence/opportunistic/ initiator/ goal setter/ risk taking	**(1)**

Answer any 3 questions out of the given 5 questions of 2 marks each:

7.	What are the attributes of an active listener? avoids interrupting at all costs, summarizes and repeats back what he/she has heard and observes body language to get an extra level of understanding.	**(2)**
8.	Define paranoid and schizoid personality disorders. Paranoid - Feeling extremely nervous and worried because you believe that other people do not like you or are trying to harm you. Schizoid - Is characterized by a lack of interest in social relationships and people tend to be distant, detached and indifferent.	**(2)**

9.	What are the steps to insert a text box in a slide?
	    1. Click the Text button on the Drawing bar, the mouse pointer changes to + the sign.
	    2. Place the mouse pointer on the slide where you want to add the text box and click
	and drag on the slide to draw a text box.
		(2)

10.	List any two barriers to entrepreneurship. Governmental rules/ taxation/ environmental regulations/ lending requirements/ licensing.	**(2)**
11.	Who are energy auditors and chief sustainability officers? Energy Auditors conduct audits and determine how energy efficient the building/home are. Chief Sustainability officers oversee green activities in their organization.	**(2)**

PART B: SUBJECT SKILLS (50 MARKS)

Answer any 10 questions out of the given 12 questions:

12.	The ability to recruit good sales people is one of the key traits an effective sales supervisor possesses. **True** / False	**(1)**
13.	Purchase and sale of goods between consumers and retailers using the internet is also referred to as the _____Market. **B2C**	**(1)**
14.	Define retail POS. A retail POS (Point-of-Sale) is the first and last interaction that customers have in a store, and it is the center of all phone calls and computer work.	**(1)**
15.	What is back office server? The back office server is essentially the main computer where pertinent company information, such as prices and sales reports, are programed and stored.	**(1)**
16.	What can be done by bar-code scanner? Bar code scanners retrieve coded pricing information using a laser beam for various items.	**(1)**
17.	Why do we need magnetic stripe readers? 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	**(1)**

18.	It's the responsibility of _____ to see that every cash counter is managed properly. **Cash counter in-charge**	**(1)**
19.	_____allows setting of multiple exchange prices for thesame product. **Exchange feature**	**(1)**
20.	Auto recovery and _____ is possible is connection with server is distributed. **Offline billing**	**(1)**
21.	Telecom billing process includes _____ and _____ payments from the customers. **Receiving and recording**	**(1)**
22.	Inventory handling involves _____and _____that identify inventory requirements, set targets and handle all functions related to the tracking and management of material. **Systems and Processes**	**(1)**
23.	_____is a unique identifier for each distinct product and service that can be purchased. **Stock keeping unit(SKU)**	**(1)**

Answer any 5 questions out of the given 7 questions of 2 marks each:

24.	What is point-of-sale in a retail store? A retail POS (Point-of-Sale) is the first and last interaction that customers have in a store	**(2)**
25.	What is a bar code scanner? Bar code scanners retrieve coded pricing information using a laser beam for various items. These components are often flat glass at the base of the counter near the cash register, with a laser beam beneath the glass to capture the bar code.	**(2)**
26.	Wastage of shelf space can be caused by which activities? Shelf space is wasted when a store: Overstocks one item while under stocking another, fails to refill bins or shelves when the basic stock is reduced/ Stocks the same items in several places/ Uses the wrong shelf profile/ Does not relate shelf space to customer demand fluctuations.(any two answers shall be given 2 marks))	**(2)**
27.	What are two types of e mail marketing? Transactional e-mails: Transactional e-mails are usually triggered based on a customer's action with a company. Triggered transactional messages include dropped basket messages, purchase or order confirmation e-mails and e-mail receipts. Direct e-mails: Direct e-mail involves sending an e-mail solely to communicate a promotional message (for example, an announcement of a special offer or a catalog of products).	**(2)**
28.	When do we assume that a billing is successful? Abilling is assumed to be successful as long as itis fulfilling following criteria: Timely Billing: End customer's invoice is being generating on time i.e. nominal date. Theremay be some circumstances when end customer does not get their invoices on time becauseof some logistic issues. But it is IT's responsibility to generate all the due bills on	

	due date. Billing Accuracy: This is most important factor for the customer satisfaction and from regulatory obligation point of view. If billing system is not generating accurate bills then it canlead to serious business issue from legality point of view as well as leaving a customer inunhappy state	
29.	Draw comparison between wholesale billing and retail billing. Wholesale billing is easy in comparison of retail billing and allows a big level of threshold oftolerance where as retail billing always needs to be 100% accurate. Wholesale billing can never if100% accurate because of various reasons like difference in prices configured in two operatorssystems or difference in number of calls rated because some of the calls may got missed at anynetwork element.	**(2)**

30.	Describe two considerations for preparing physical inventory.
	
	    a) Schedule the count date
	       Set the count date well in advance so everyone has time to prepare for it and schedule around it.
	    b) Human Resource consideration
	       While the availability and experience of staff is important, checks and balances and personal accountability is equally important.	

Answer any 5 questions out of the given 7 questions of 3 marks each:

31.	What is Telecom Retail Billing? When we talk about telecom billing then by default it is about retail billing. As defined earlier telecom retail billing is defined as follows: 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.	**(3)**
32.	What is Swipe Card Reader Interface ? Card payments get captured directly without manual entry and ensures accuracy.	**(3)**

33.	What can be achieved by a well planned sale or promotion?
	
	   • Can gain new customers for the store.
	   • Will encourage repeat sales.
	   • Can counter a competitive move.
	   • Will introduce new or improved products.
	   • Can capitalize on seasonal or geographic advantages.
	   • Can reduce excess inventories.
	   • Can create enthusiasm among the store's salespeople.
		(3)

34.	Discuss three B2C marketing strategies. Marketing campaigns: publicity always helps to reach the target market in terms of awareness of the characteristics and the USP of the products. Successful marketing campaigns also arise some jobs marketing B2C, as a representative of the company that goes directly to the potential consumers and gives to know the products/services offered by the company. This is mainly done in the B2C marketing offline. Online advertising strategies: strategies of advertising online such as PPC and Podcast are some of the sources more effective and efficient advertising online in various search	**(3)**

	engines. Other strategies like social marketing, channel marketing etc. are also useful to generate awareness amongst buyers about the respective brands.	
35.	Describe three types of call center technologies	**(3)**
	Premise-based Call Centre Technology: Historically, call centres have been built on PBX equipment that is owned and hosted by the call centre operator. The PBX might provide functions such as Automatic Call Distribution, Interactive Voice Response and Skills-Based Routing. Virtual Call Centre Technology: With the advent of the Software as a service technology delivery model, the virtual call centre has emerged. In a virtual call centre model, the call centres operator does not own, operate or host the equipment that the call centre runs on. Instead, they subscribe to a service for a monthly or annual fee with a service provider that hosts the call centre telephony equipment in their own data centre Cloud Computing for Call Centres: Cloud computing for call centres extends cloud computing to Software as a service, or hosted, on-demand call centres by providing application programming interfaces (APIs) on the call centre cloud computing platform that allow call centre functionality to be integrated with cloud based Customer relationship management, such as Salesforce.com or Oracle CRM and leads management and other applications.	
36.	What are the types of accounting?	**(3)**
	The important branches of accounting are Financial Accounting, Cost Accounting and Management Accounting. Financial Accounting: The purpose of financial accounting is to ascertain the financial results of a firm i.e. the profit made or loss incurred in the operations during a specific period. It is also aimed to know the financial position i.e. the assets and liabilities position as on a particular date. It also provides relevant information to the management for decision making purposes. It is helpful for planning and controlling the operations of the business. Cost Accounting: The purpose of cost accounting is to analyze the expenditure so as to ascertain the cost of various products manufactured by the firm and fix the prices. It also helps in controlling the costs by providing the necessary cost information to the management for decision making purpose. Management Accounting: The purpose of management accounting is to assist the management in taking rational decisions. For example, pricing decisions make or buy decisions, capital expenditure decisions etc. This branch of accounting is primarily concerned with providing necessary accounting information about funds, costs, profits etc., to the management.	
37.	Why do we keep stock or inventory?	**(3)**
	There are three basic reasons for keeping an inventory: 1. Time – The time lags present in the supply chain, from supplier to user at every stage, requires that you maintain certain amounts of inventory to use in this lead time. However, in practice, inventory is to be maintained for consumption during "variations in lead time". 2. Uncertainty – Inventories are maintained as buffers to meet uncertainties in demand. supply and movements of goods. 3. Cost effectiveness – Ideal condition of "one unit at a time at a place where a user needs it, when he needs it" principle tends to incur lots of costs in terms of logistics. So bulk buying, movement and storing brings in cost effectiveness, thus inventory is needed.	

Answer any 3 questions out of the given 5 questions of 5 marks each:

38.	How can we ensure good return from telemarketing investment?	**(5)**
	Good return from telemarketing investment can be ensured by taking following points into consideration.	
	Planning: Company needs to consider its budget, its objectives for the volume/quality of data they want and their in-house resources, in terms of manpower, skills and equipment compared to the cost of using an outside agency.	
	Telemarketing rarely stands on its own: Organization needs to establish how it integrates with its other sales and marketing activities.	
	Accurate data: As with all direct marketing methods, accurate data is the essential foundation for success. Naturally, successful targeting rests on speaking to the right decision makers and getting data that includes this information may cost more but the outcomes are consistently more profitable.	
	A good script: An effective telemarketing script is actually not a script at all but a guide for the discussion that steers the listener in the direction you want him/her to go. It must be tailored to the target audience, must grab the attention of the listener within a few seconds of the conversation, and must be highly interactive; long presentations of information can be frustrating for the listener who is then less likely to focus on the issue being presented. The guide/script should be refined in the early stages of a campaign according to quality of responses received.	
	Skilled telemarketers: No matter how well targeted the call is nor how well thought out the script, a wooden and inflexible caller will not deliver the goods. To achieve the desired outcomes the telemarketer must have a good knowledge of the company and product/service they represent, be able to talk intelligently around the structure of the script without getting side tracked, absorb all the negative responses, and talk persuasively to people at all levels.	
39.	Describe the process of point of sale.	**(5)**
	Step 1: Scanning the Products	
	When you go to the last destination in a retail store, the final action is making payments to what you have purchased. You will notice that the person standing at the POS system scan all the products with a bar code scanner to log the prices and qualities in their machine. Bar code scanner uses a laser beam to read the information coded in the bar code.	
	Step 2: Receiving Payments	
	Merchants use point-of-sale (POS) systems to take customer payments by credit card /debit card or cash. Payments are collected immediately in a store that uses a POS system to run the payment. The terminals that are used in POS systems are typically connected directly to a bank that can credit the user's account and show payment on the merchant's books. A financial tracking system is connected to POS terminals through systems that process credit and debit card payments.	
	Step 3: Printing the Bill	
	POS equipment can print copies of the sale for the customer and the merchant. Exchanges and refunds also can be run through the system, and the bill can be printed when a merchant has a printer attached to the system.	
	Step 4: Cash Drawer	
	Merchants running POS systems usually attach a cash drawer to the system to hold the credit card receipts. POS systems also tie in cash payments through the same program and open the cash draw when each transaction is completed.	

40.	What are the main goals that Security Solutions should meet?	(5)
	When it comes to security solutions, there are some main goals that are to be met. These goals are data integrity, strong authentication, and privacy.	

When it comes to security solutions, there are some main goals that are to be met. These goals are data integrity, strong authentication, and privacy.

Access and data integrity: There are several different ways to prevent access to the data that is kept online. One way is to use anti-virus software. This is something that most people use to protect their networks regardless of the data they have. E-businesses should use this because they canthen be sure that the information sent and received to their system is clean. Asecond way to protectthe data is to use firewalls and network protection. A firewall is used to restrict access to privatenetworks, as well as public networks that a company may use.The firewall also has the ability to log attempts into the network and provide warnings as it ishappening. They are very beneficial to keep third-parties out of the network. Businesses that useWi-Fi need to consider different forms of protection because these networks are easier for someoneto access. They should look into protected access, virtual private networks, or internet protocolsecurity. Another option they have is an intrusion detection system.This system alerts when there are possible intrusions. Some companies set up traps or "hot spots"to attract people and are then able to know when someone is trying to hack into that area.

Encryption: Encryption, which is actually a part of cryptography, involves transforming texts ormessages into a code which is unreadable. These messages have to be decrypted in order to beunderstandable or usable for someone. There is a key that identifies the data to a certain person orcompany. With public key encryption, there are actually two keys used. One is public and one isprivate. The public one is used for encryption, and the private for decryption. The level of the actualencryption can be adjusted and should be based on the information. The key can be just a simpleslide of letters or a completely random mix-up of letters. This is relatively easy to implement because there is software that a company can purchase. A company needs to be sure that theirkeys are registered with a certificate authority.

Digital certificates: The point of a digital certificate is to identify the owner of a document. This waythe receiver knows that it is an authentic document. Companies can use these certificates in severaldifferent ways. They can be used as a replacement for user names and passwords. Each employeecan be given these to access the documents that they need from wherever they are. Thesecertificates also use encryption. They are a little more complicated than normal encryption however.They actually used important information within the code. They do this in order to assureauthenticity of the documents as well as confidentiality and data integrity which always accompanyencryption. Digital certificates are not commonly used because they are confusing for people toimplement. There can be complications when using different browsers, which means they need touse multiple certificates. The process is being adjusted so that it is easier to use.

Digital signatures: Afinal way to secure information online would be to use a digital signature. If adocument has a digital signature on it, no one else is able to edit the information without beingdetected. That way if it is edited, it may be adjusted for reliability after the fact. In order to use a digitalsignature, one must use a combination of cryptography and a message digest. A message digest isused to give the document a unique value. That value is then encrypted with the sender's privatekey.

Web browser discrimination: Vendors of e-commerce are able to determine the type of browserthat is used by the customer. Some vendors offer different pricing which they determine based onthe browser that the customer is using.

41.	Describe the characteristics of accounting.	(5)
	Accounting has the following characteristics: Understandability: Accounting information is to be presented in such a way that it is understandable to the users. Relevance: Accounting information helps the user in decision making. The information so provided is relevant to that particular situation. Consistency: There should be consistency in the application of accounting policies adopted by a firm. Comparability: The accounting information provided by a firm must be comparable to that ofsimilar firms over a period of time. Reliability: The accounting should provide the true and fair picture of the operations of a firm. Objectivity: An important feature of accounting is that it is not biased. And the accounting reports are neutral.	
42.	Discuss the functions of accounting. Accounting is useful to the management as well as to other users such as owners, creditors, investors, government and others. It provides information regarding the status of the organizationand results of its operations. The following are the functions of accounting: Recording of information :Accounting is an art of recording financial facts of anorganization. As it is not possible to remember each and every transaction of the business it isnecessary to supplement human memory. The information is recorded in various books. Thebooks to be maintained in an organization may be purchase book, sales book, purchasereturns book, sales returns book, cash book etc. Classification of data :The classification data means that the data of one nature is placed atone place. This is done in a book which is called 'Ledger' For example Salaries, Rents, interest, Assets, Liabilities etc. These accounts will be opened in the ledger under various heads relating to these accounts and entries will be posted into these accounts. Making summaries :Another function of financial accounting is to summarize the recordeddata. The classified data is used to prepare final accounts i.e. profit and loss account and balance sheet. The profit and loss account is the summary of various revenue items andexpenditure items and the balance sheet is the summary of various assets and liabilities. Dealing with financial transactions :Only those transactions which can be measured in terms of money are recorded. Anything which can not be measured in terms of money doesnot form a part of financial accounting. Interpreting financial information :Accounting information is modified in such a way that itis interpreted by the users for drawing conclusions. The users such as creditors investors,bankers shareholders are able to form an opinion about the profitability and financial positionof the business Communicating results :Financial accounting is not only concerned with the recording databut also concerned with communication of results. The profitability and financial position ofthe organization are communicated through profit and loss account and balance sheet. Thisinformation is supplied at regular intervals. Providing reliable information :Another important function of financial accounting is to make the information more reliable and useful. This is done by adopting internationally accepted accounting standards for the preparation of accounts.	