CBSE | DEPARTMENT OF SKILL EDUCATION

RETAIL (SUBJECT CODE: 801)

MARKING SCHEME FOR CLASS XII (SESSION 2024-2025)

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/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.	B. Running	EMPLOYABILITY SKILLS BOOK (CBSE)	U-1	Pg-1	**1**
ii.	A. A Cluster A: Suspicious	EMPLOYABILITY SKILLS BOOK (CBSE)	U-2	Pg-34	**1**
iii.	A. Borderline	EMPLOYABILITY SKILLS BOOK (CBSE)	U-2	Pg-38	**1**
iv.	B. Column Number	EMPLOYABILITY SKILLS BOOK (CBSE)	U-3	Pg-41	**1**

v.	D. To work towards one's goals	EMPLOYABILITY SKILLS BOOK (CBSE)	U-4	Pg-93	**1**
vi.	C. Compressed Natural Gas	EMPLOYABILITY SKILLS BOOK (CBSE)	U-5	Pg-115	**1**
Q. 2	**Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)**				
i	A. Supervisor	CBSE SUPPORT MATERIAL	U-1	Pg.-46	**1**
ii	Point of Sale	CBSE SUPPORT MATERIAL	U-1	Pg.-65	**1**
iii	D. Maximize re-distribution costs.	CBSE SUPPORT MATERIAL	U-1	Pg.-91	**1**
iv	C. Consistent, high-quality products	CBSE SUPPORT MATERIAL	U-1	Pg.-73	**1**
v	C. First and Last	CBSE SUPPORT MATERIAL	U-1	Pg-181	**1**
vi	The point where product and props/signage and background come together.	CBSE SUPPORT MATERIAL	U-1	Pg-48	**1**
vii	Keeping displays neat and well stocked	CBSE SUPPORT MATERIAL	U-1	Pg.-58	**1**
Q. 3	**Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)**				
i.	A. E- Commerce	CBSE SUPPORT MATERIAL	U-2	Pg-105	**1**
ii.	B. Business to Consumer	CBSE SUPPORT MATERIAL	U-2	Pg.-142	**1**
iii.	B. Enterprise Resource Planning	CBSE SUPPORT MATERIAL	U-2	Pg.-140	**1**
iv.	The full form of ICT is Information and Communications Technology.	CBSE SUPPORT MATERIAL	U-2	Pg.-109	**1**
v.	D. Alpha numeric characters and special characters.	CBSE SUPPORT MATERIAL	U-2	Pg-145	**1**
vi.	C. Cash Drawer	CBSE SUPPORT MATERIAL	U-3	Pg-186	**1**
vii.	D. Printer	CBSE SUPPORT MATERIAL	U-3	Pg.-184	**1**

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	A. Assets and Liabilities	CBSE SUPPORT MATERIAL	U-4	Pg.-173	**1**
ii.	B. Historical in nature	CBSE SUPPORT MATERIAL	U-4	Pg.-119	**1**
iii.	C. Accounting	CBSE SUPPORT MATERIAL	U-4	Pg-110	**1**
iv.	A. Debit what comes in, Credit what goes out	CBSE SUPPORT MATERIAL	U-4	Pg.-114	**1**
v.	A. Convention of consistency	CBSE SUPPORT MATERIAL	U-4	Pg.-118	**1**
vi	A. The going concern concept	CBSE SUPPORT MATERIAL	U-4	Pg-116	**1**
Q. 5	**Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)**				
i.	A. Inventory	CBSE SUPPORT MATERIAL	U-5	Pg-186	**1**
ii.	C. Uncertainties	CBSE SUPPORT MATERIAL	U-5	Pg-186	**1**
iii.	A. Point of Sale Method	CBSE SUPPORT MATERIAL	U-5	Pg-187	**1**
iv.	Stock out means running out of an inventory.	CBSE SUPPORT MATERIAL	U-5	Pg-188	**1**
v.	Fixture Map	CBSE SUPPORT MATERIAL	U-5	Pg-193	**1**
vi.	D. Accurate Count	CBSE SUPPORT MATERIAL	U-5	Pg-194	**1**
Q. 6	**Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)**				
i.	C. Barcode Scanner	CBSE SUPPORT MATERIAL	U-3	Pg-183	**1**
ii.	A. All Accounts	CBSE SUPPORT MATERIAL	U-4	Pg-125	**1**
iii.	Virtual Call Centre Technology	CBSE SUPPORT MATERIAL	U-2	Pg-130	**1**
iv.	A- Selling	CBSE SUPPORT MATERIAL	U-3	Pg-181	**1**
v.	A. Reliability	CBSE SUPPORT MATERIAL	U-3	Pg-181	**1**
vi.	D. Laser Beam	CBSE SUPPORT MATERIAL	U-3	Pg.-185	**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. 7	Active listening is an art, which comprises both a desire to comprehend, as well as, offer support and empathy to the speaker.	EMPLOYABILITY SKILLS BOOK (CBSE)	U-1	Pg-55	**2**
Q. 8	(Any Two) Talk to someone. Most often, it helps to share your feelings. Build confidence in your ability to handle difficult situations. Engage in hobbies, such as music, dance and painting. These have a therapeutic effect. Stay positive by choosing words like 'challenges 'instead of 'problems'.	EMPLOYABILITY SKILLS BOOK (CBSE)	U-1 U-2	Pg-66	**2**
Q. 9	A row is an arrangement of cells in a horizontal (sleeping) manner. A column is an arrangement of cells in a vertical (standing) manner.	EMPLOYABILITY SKILLS BOOK (CBSE)	U-3	Pg-182	**2**
Q. 10	(Any Two) Increase the efficiency of energy and raw material. Reduce greenhouse gas emissions. Control waste and pollution. Protect and restore ecosystems. Support adaptation to the effects of climate change.	EMPLOYABILITY SKILLS BOOK (CBSE)	U-3 U-5	Pg-188	**2**
Q. 11	People who take up entrepreneurship in the field of Information Technology (IT) are called IT entrepreneurs. Information Technology Entrepreneurship program is designed to create a structured and vibrant environment for young, aspiring entrepreneurs who are bold enough to set up their own information technology company.	EMPLOYABILITY SKILLS BOOK (CBSE)	U-4	Pg-83	**2**
Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)					

Q. 12	New old stock" (sometimes abbreviated NOS) is a term used in business to refer to merchandise being offered for sale that was manufactured long ago but that has never been used. Such merchandise may not be produced anymore, and the new old stock may represent the only market source of a particular item at the present time.	CBSE SUPPORT MATERIAL	U-5	Pg-188	2
Q. 13	By integrating swipe card readers, the job of cashier becomes much more easy. Card payments get captured directly without manual entry and ensures accuracy.	CBSE SUPPORT MATERIAL	U-4	Pg-107	2
Q. 14	The following four strategies highlight some of the most significant ways retailers can become a more meaningful part of their customers" lives: 1. Deliver on the Brand Promise. 2. Embrace Cross-Channel Retailing. 3. Renew Focus on the In-store Shopping Experience.	CBSE SUPPORT MATERIAL	U-1	Pg-66	2
Q. 15	There are two broad categories of POS systems: 1. The hardware and software combination 2. The target business segment of the POS system.	CBSE SUPPORT MATERIAL	U-3	Pg-182	2
Q. 16	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 SUPPORT MATERIAL	U-3	Pg-188	2

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

Q. 17	The Role of Information and Communication Technologies (ICTs): - • It can help the companies adapt quickly to the new standards of sustainability. • Rapid growth in retail activities and increasing consumer base. • The Internet has allowed companies to outsource activities and services to more cost-effective locations or access new clients in foreign markets. • ICT is a key enabler for sustainability.	CBSE SUPPORT MATERIAL	U-2	Pg-100	3

Q. 18	Advantages of e-retailing for Retailers • Location is unimportant. • Size does not matter. • Saves on the wages and premises costs. • Reach a larger audience. • Higher disposable income profile than average. • Accepts orders 24-hours a day. • More opportunities for • CRM and micro-marketing. • Cross and up-selling.	CBSE SUPPORT MATERIAL	U-2	Pg.-106	**3**
Q. 19	The back office server is the brain. The back office server is essentially the main computer where pertinent company information, such as prices and sales reports, are programed and stored. This component also acts as the main information source for the network if multiple units are in use throughout the establishment.	CBSE SUPPORT MATERIAL	U-3	Pg-182	**3**

Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)					
Q. 20	Raman will work on the following: - Effective Use of End Display: The displays at the end of each gondola run, called feature ends or end caps, are highly effective. As a rule, a feature end will sell merchandise at least twice as well as the same display in another location. The effectiveness, however, depends on: The display's attractiveness. The merchandise's seasonal nature. Location in the store. Relationship to surrounding merchandise. Price. How well it has been advertised or promoted. Ease of accessibility. Some basic tips: Don't crowd change often feature promoted or seasonal items and keep them neat and clean.	CBSE SUPPORT MATERIAL	U-1	Pg-53	**4**

Q. 21	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. 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 card1/debit card or cash. Payments are collected immediately in a store that uses a POS system to run the payment. 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 receipt. POS systems also tie in cash payments through the same program and open the cash draw when each transaction is completed. And the transaction is complete! Isn't that so simple and in a logical sequence.	CBSE SUPPORT MATERIAL	U-3	Pg-185	**4**
Q. 22	Objectives of Accounting The following are the main objectives of accounting: 1. To maintain the records of a business: The main objective of accounting is to maintain the records of an organization in a systematic manner. 2. This is known as Book-keeping. To ascertain Profit or Loss: The profit earned or Loss incurred during a specific period (usually for a period of one year) can be calculated from the accounting books.	CBSE SUPPORT MATERIAL	U-4	111	**4**

	3. To ascertain Financial Position: By preparing financial statements like Profit and Loss account and Balance sheet the financial position can be ascertained easily. From these statements it is possible to know the profit or loss and the assets owned by the firm and liabilities of the firm.

4. To communicate financial information: Accounting is called the language of business. It communicates the financial information to various interested parties. | | | | |
| **Q. 23** | Rules of Double Entry
1. Personal Account: Debit the receiver of benefit Credit the giver of benefit.
2. Real Account Nominal Account: Debit what comes in Credit what goes out.
3. Nominal Account: Debit the expenses and losses Credit the incomes and gains.

Steps in Application of Rules:
1. Find out which are the two effects/accounts affected in the transaction.
2. Find out to which class above accounts belong to (Personal, Nominal, Real).
3. Apply the respective rules and decide which account is to be debited and which account is to
be credited. | CBSE SUPPORT MATERIAL | U-4 | Pg-114 | **4** |
| **Q. 24** | FIFO Method

FIFO METHOD - First- In, First Out

A company that operates on the FIFO principle has a policy of displaying and selling old stock before selling newly acquired stock. Such policies make sense when a business sells fresh food or items that may go out of fashion.
Grocery stores, for example, often own refrigerated cases that make it easy to stock items from the back, pushing older products forward where shoppers are more likely to see and buy them. 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 SUPPORT MATERIAL | U-4
U-5 | Pg-114
Pg-188 | **4** |