

# **CBSE – DEPARTMENT OF SKILL EDUCATION**

**RETAIL (SUBJECT CODE 401)**

## **MARKING SCHEME OF SAMPLE QUESTION PAPER**

**Class X (Session 2019–2020)**

**Time: 2 Hours**

**Max. Marks: 50**

### **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 4 questions from the given 6 questions of 2 marks each.*
  - iii. *Answer any 4 questions from the given 6 questions of 3 marks each.*
  - iv. *Answer any 2 questions from the given 4 questions of 5 marks each.*
4. ***This question paper contains 39 questions out of which 27 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 2 hrs.*

## **PART A: EMPLOYABILITY SKILLS (10 MARKS)**

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

1.	List the elements of personal communication with their percentages in the order of importance. Spoken words 7% Voice and tone 38% Body language 55%	(1)
2.	Enlist uses of word processor.  It helps you type and work with text on a computer. Helps create a document like, letter, memo, newsletter and save it.	(1)
3.	What are different categories of stress causal agents? Mental Physical Social Financial	(1)
4.	Why do we need stress management? It helps people lead a healthy and happier life.	(1)

5.	Which factors cause ecological imbalance?  Destruction of forests, industrialization and urbanization. 3. urbanization	(1)
6.	Define green economy. An economy is called Green economy when it is based on the principles of sustainable development.	(1)

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

7.	How can we use facial expressions as a mode of communication?  It helps us communicate our emotions like love, shame, sadness, amusement etc.	(2)
8.	How does “find and replace” feature works?  The steps to find and replace a word or text are: 1. Select Find & Replace option from Edit menu 2. The Find & Replace dialog box is displayed. a. Type the word to be searched in the Search for box. b. In the Replace with box, type the word or text with which you want to replace the word or text typed in the Search for box. c. Click the Replace button to replace the word one by one, or click the Replace All button to replace the word at all locations in the document.	(2)
9.	Describe two stress management techniques.  Physical Exercise When stress affects the brain, rest of the body also feels the impact. Physical exercise in the form of walking, skipping or for that matter indulging in any sports has been found to relieve stress as they stabilize mood, improve self-esteem and induce sleep. Yoga Yoga is a school of Hindu philosophy reduces stress, which includes a series of postures and breathing exercises practiced to achieve control of body and mind.	(2)
10.	How can we conserve natural resources?  Responsible and sustainable use of natural resources will aid in conservation. The philosophy of Reduce, Reuse and Recycle will help.	(2)
11.	Why do you think green economy is important?  1. Green economy promotes sustainable development 2. Green economy promotes effective resource utilization	(2)

## **PART B: SUBJECT SKILLS (40 MARKS)**

**Answer any 10 questions out of the given 12 questions:**

12.	1. Most important mode of retail transportation is - a) Rail b) Air	(1)
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	<p><b>c) Road</b> d) Water</p>	
<b>13.</b>	<p>2. Objective of retail transportation is - a) improve quality of goods b) reduce production wastage c) increase in sales <b>d) timely delivery to customer</b></p>	<b>(1)</b>
<b>14.</b>	<p>3. This is not one of the mode of retail transportation - <b>a) e-mail</b> b) road c) air d) water</p>	<b>(1)</b>
<b>15.</b>	<p>4. The purpose of effective store layout is (a) To earn profit (b) Better shopping experience to customers (c) Attract the target potential customers <b>(d) All of the above</b></p>	<b>(1)</b>
<b>16.</b>	<p>5. Ideally, a store design should include: (a) Adequate non selling space for the assorting the stocks (b) Big room for the store manager (c) Maximum returns per square foot and flexibility in store design <b>(d) None of the above</b></p>	<b>(1)</b>
<b>17.</b>	<p>6. The blend of straight floor and diagonal floor layout is called (a) Free flow layout (b) Grid layout (c) Rack Layout <b>(d) Spine layout</b></p>	<b>(1)</b>
<b>18.</b>	<p>7. Following is not a type of General Merchandise Retailers a) Discount Stores b) Specialty Stores c) Category Specialists <b>d) Public limited company</b></p>	<b>(1)</b>
<b>19.</b>	<p>8. _____ is a type of rights of merchandising a) Market b) Environment <b>c) Quantity</b> d) Warehouse</p>	<b>(1)</b>
<b>20.</b>	<p>9. In the men apparel the following subclass does not exist. <b>a) Skirts</b> b) Shirts, Pants c) Pajama d) Kurta</p>	<b>(1)</b>
<b>21.</b>	<p>10 Personal security guards are also called a) Black Cats b) Bouncers</p>	<b>(1)</b>

	<p>c) Both a and b d) None of the above</p>	
22.	<p>11. Bouncers are a) Move around b) Private security c) For external and internal business d) <b>Personal security</b></p>	(1)
23.	<p>12. Security guards stay at one place and may use electronic surveillance system to monitor people a) <b>Static security</b> b) Personal security c) Private security d) Corporate security</p>	(1)

**Answer any 4 questions out of the given 6 questions of 2 marks each:**

24.	<p>List two objectives of retail transportation?</p> <p>To deliver the goods to the customer in a short time. To deliver the goods at a least cost.</p>	(2)
25.	<p>What is Retail loading and unloading?</p> <p>Loading : When the customer purchases thematerial from the retailer, he has to load the purchased material into the transportationvehicle.</p> <p>Unloading:When the finished goods is received from factory or wholesale dealer the retailer mustreceive these goods in his store/showroom. For doing this job he has to unload thematerial from the transport device.</p>	(2)
26.	<p>Define a) Merchandise b) Merchandise planning</p> <p>Merchandising is any practice which contributes to the sale of products to a retail consumer. At a retail in-store level, merchandising refers to the variety of products available for sale and the display of those products in such a way that it stimulates interest and attracts customers to make a purchase.</p> <p>Merchandise Planning is "A systematic approach. It is aimed at maximizing return on investment, through planning sales and inventory in order to increase profitability. It does this by maximizing sales potential and minimizing losses from mark - downs and stock - outs."</p>	(2)
27.	<p>Discuss two types of general merchandise retailers.</p> <p>Discount Stores A department store which offers its items at a lower price than many other retail stores.Discount stores are often able to drop their prices due to efficient distribution methods.</p> <p>Specialty Stores :A small retail outlet that focuses on selling a particular product range and associated items. Most specialty store business operators will maintain considerable depth in the type of product that they deal in.</p>	(2)

28.	<p>Describe two techniques of Visual Merchandising.</p> <p>A planogram allows visual merchandisers to plan the arrangement of merchandise by style, type, size, price or some other category. It also enables a chain of stores to have the same merchandise displayed in a coherent and similar manner across the chain.</p> <p>Window displays can communicate style, content, and price. Display windows may also be used to advertise seasonal sales or inform passers-by of other current promotions.</p>	(2)
29.	<p>What is the importance of effective housekeeping?</p> <p>Effective housekeeping can eliminate some workplace hazards and help get a job done safely and properly. Poor housekeeping can frequently contribute to accidents by hiding hazards that cause injuries.</p>	(2)

**Answer any 4 questions out of the given 6 questions of 3 marks each:**

30.	<p>Analyze how retail delivery service through three agencies - Home Delivery, Dynamex and CKDC is different.</p> <p>Home Delivery They specialize in delivering the items from warehouse to customer's homes. After customer has made the purchasing decision, paid for the item, company needs a reliable, trusted partner who knows the importance of an on time, damage free delivery.</p> <p>CKDC It works with landlords to ensure they have best practice processes and procedures implemented within their business so that it operates with better efficiency to more expediently open shops, provide improved landlord-tenant relationships and enhance the landlord's retail brand and reputation.</p> <p>Dynamex Dynamex has industry-specific transportation and logistics solutions.</p>	(3)
31.	<p>Discuss four steps of retail delivery process.</p> <p>Retail Delivery process :</p> <ol style="list-style-type: none"> <li>1. Tenant's Briefing <ul style="list-style-type: none"> <li>□ The Retail Design Manager (RDM) outlines the design approvals process and all design-related queries are handled in the meeting</li> </ul> </li> <li>2. Design Approval The Tenant submits the concept design to the RDM at this stage.</li> <li>3. Fit-out At this stage, the Tenant appoints its Fit-Out Contractor and the premises is inspected by the Tenant for access.</li> <li>4. Completion Stage The RDM issues the Documentation of Works and the Developer releases the Deposit and Deductions.</li> </ol>	(3)

32.	<p>Elaborate on the purpose of a good store layout.</p> <p>A good store layout helps customers to find and purchase merchandise. The grid design is best for stores in which customers are expected to explore the entire store, such as grocery stores and drug stores. Racetrack designs are more common in large upscale stores like department stores. Free-form designs are usually found in small specialty stores and within large stores' departments.</p>	(3)
33.	<p>What are the functions of a visual merchandiser?</p> <ol style="list-style-type: none"> <li>1. A Visual Merchandiser takes care of the window display representing a seasonal theme with mannequins the arrangement of merchandise according to concepts and stories.</li> <li>2. He decorates the window display in such a way that the customer gets excited by the brand and increases the walk-ins.</li> <li>3. A Visual Merchandiser also spends a lot of time training the store staff on how to place merchandise.</li> </ol>	(3)
34.	<p>Discuss the principles of visual merchandising.</p> <p>The principles of visual merchandising are:</p> <ul style="list-style-type: none"> <li>☐ Make it easier for the customer to locate the desired category and merchandise.</li> <li>☐ Make it easier for the customer to self-select.</li> <li>☐ Make it possible for the shopper to coordinate and accessorize.</li> </ul>	(3)
35.	<p>Elaborate on three different types of security guard.</p> <ol style="list-style-type: none"> <li>1. Personal Security Guards: They are appointed for the purpose of providing physical security to their employers. They are also known as black cats or bouncers and accompany their employers everywhere.</li> <li>2. Residential Security Guards: They are employed in residential colonies, apartments, aged homes, and other residential areas for providing security to their clients.</li> <li>3. Corporate Security Guards: They are employed for internal and external security of the business assets. Corporate security includes protection of corporate buildings, shopping malls, private organization, hospitals, etc.</li> </ol>	(3)

**Answer any 2 questions out of the given 4 questions of 5 marks each:**

36.	<p>Elaborate on the problems associated with retail transport.</p> <ol style="list-style-type: none"> <li>1. Maintaining supply chain efficiency in face of increasing risk and unpredictability.</li> <li>2. Infrastructure congestion exacerbated by unforeseen or uncontrollable events. <ul style="list-style-type: none"> <li>(a) Natural disasters</li> <li>(b) Labour strike and shortages</li> <li>(c) Terrorism</li> </ul> </li> <li>3. Heightened supply chain security.</li> <li>4. Increasing costs <ul style="list-style-type: none"> <li>(a) Inventory just-in-time to just-in-case.</li> <li>(b) Congestion e.g. demurrage, fuel, traffic, mitigation fees, container fees.</li> <li>(c) Security.</li> </ul> </li> <li>5. Using retail transport for cross border is very complex, time consuming and costly, for example, retail companies needs at least 12 different permissions issued by different authorities.</li> </ol>	(5)
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	6. For import and export of goods needed customer clearances before sending to distribution centers.	
37.	<p>Analyse different forms of layout in a retail store and discuss the advantages of one over another.</p> <p><b>Straight Floor Plan</b> The straight floor plan makes optimum use of the walls, and utilizes the space in the most judicious manner. The straight floor plan creates spaces within the retail store for the customers to move and shop freely. It is one of the commonly implemented store designs. This type of design you find in Reebok and Nike.</p> <p><b>Advantages</b></p> <ol style="list-style-type: none"> <li>1. Motivates shoppers to spend time and explore the merchandise.</li> <li>2. Maximizes sale through impulsive buying.</li> </ol> <p><b>Diagonal Floor Plan</b> According to the diagonal floor plan, the shelves or racks are kept diagonal to each other for the owner or the store manager to have a watch on the customers. Diagonal floor plan works well in stores where customers have the liberty to walk in and pick up merchandise on their own.</p> <p><b>Advantages</b></p> <ol style="list-style-type: none"> <li>1. Loops facilitate impulsive buying. The latest or fashion merchandise is prominently displayed on the main aisles.</li> <li>2. Overhead directional signs and departmental graphics provide visual cues to the location of other departments helping shoppers while they shop.</li> </ol> <p><b>Angular Floor Plan</b> The fixtures and walls are given a curved look to add to the style of the store. Angular floor plan gives a more sophisticated look to the store.</p> <p><b>Advantages</b></p> <ol style="list-style-type: none"> <li>1. Methodological, efficient and convenient.</li> <li>2. Visibility of merchandise is better.</li> </ol>	(5)
38.	<p>Discuss the duties and responsibilities of junior merchandiser.</p> <p>The main functions of junior merchandiser are:</p> <ul style="list-style-type: none"> <li>☐ Managing site and location</li> <li>☐ Managing the operative process at the stores</li> <li>☐ Managing customer service</li> <li>☐ Managing Cash and stock</li> <li>☐ Managing store facilities</li> <li>☐ Managing security</li> <li>☐ Managing personnel</li> <li>☐ Crisis management</li> <li>☐ IT management</li> </ul>	(5)

<b>39.</b>	<p>What are assignment instructions?</p> <p>Assignment instructions are the duties and responsibilities of the security staff as agreed with management. An important aspect in the execution of the security tasks is that every individual must be aware of his/her duties for which written instructions must exist. These instructions indicate what the security personnel should do on the assignment, where to go, how to respond to different situations, patrol routes and timings, lines of communication, comprehensive details of the assignment, precise instruction in respect of responsibility and accountability, working hours and handing/taking over procedures.</p> <p>It also includes the following:</p> <ul style="list-style-type: none"><li>☐ Internal Organization Chart</li><li>☐ Company's Safety Statement</li><li>☐ Standing Instructions</li><li>☐ Emergency Plan</li><li>☐ Evacuation Instructions</li><li>☐ Name and Address of Key Personnel</li></ul>	<b>(5)</b>
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