

**Marking Scheme**  
**Strictly Confidential**  
**(For Internal and Restricted use only)**  
**Secondary School Certificate Examination, 2025**  
**SUBJECT NAME RETAIL (401) (Q.P. CODE 88)**

**General Instructions: -**

<b>1</b>	You are aware that evaluation is the most important process in the actual and correct assessment of the candidates. A small mistake in evaluation may lead to serious problems which may affect the future of the candidates, education system and teaching profession. To avoid mistakes, it is requested that before starting evaluation, you must read and understand the spot evaluation guidelines carefully.
<b>2</b>	<b>“Evaluation policy is a confidential policy as it is related to the confidentiality of the examinations conducted, Evaluation done and several other aspects. Its leakage to public in any manner could lead to derailment of the examination system and affect the life and future of millions of candidates. Sharing this policy/document to anyone, publishing in any magazine and printing in Newspaper/Website, etc. may invite action under various rules of the Board and IPC.”</b>
<b>3</b>	Evaluation is to be done as per instructions provided in the Marking Scheme. It should not be done according to one’s own interpretation or any other consideration. Marking Scheme should be strictly adhered to and religiously followed. <b>However, while evaluating, answers which are based on latest information or knowledge and/or are innovative, they may be assessed for their correctness otherwise and due marks be awarded to them. In class-X, while evaluating two competency-based questions, please try to understand given answer and even if reply is not from marking scheme but correct competency is enumerated by the candidate, due marks should be awarded.</b>
<b>4</b>	The Marking Scheme carries only suggested value points for the answers. These are in the nature of Guidelines only and do not constitute the complete answer. The students can have their own expression and if the expression is correct, the due marks should be awarded accordingly.
<b>5</b>	The Head-Examiner must go through the first five answer books evaluated by each evaluator on the first day, to ensure that evaluation has been carried out as per the instructions given in the Marking Scheme. If there is any variation, the same should be zero after deliberation and discussion. The remaining answer books meant for evaluation shall be given only after ensuring that there is no significant variation in the marking of individual evaluators.
<b>6</b>	Evaluators will mark( √ ) wherever answer is correct. For wrong answer CROSS ‘X’ be marked. Evaluators will not put right (✓) while evaluating which gives an impression that answer is correct and no marks are awarded. <b>This is most common mistake which evaluators are committing.</b>
<b>7</b>	If a question has parts, please award marks on the right-hand side for each part. Marks awarded for different parts of the question should then be totaled up and written in the left-hand margin and encircled. This may be followed strictly.
<b>8</b>	If a question does not have any parts, marks must be awarded in the left-hand margin and encircled. This may also be followed strictly.
<b>9</b>	If a student has attempted an extra question, answer of the question deserving more marks should be retained and the other answer scored out with a note <b>“Extra Question”</b> .
<b>10</b>	No marks to be deducted for the cumulative effect of an error. It should be penalized only once.

11	A full scale of marks <b>50</b> (example 0 to 80/70/60/50/40/30 marks as given in Question Paper) has to be used. Please do not hesitate to award full marks if the answer deserves it.
12	Every examiner has to necessarily do evaluation work for full working hours i.e., 8 hours every day and evaluate 20 answer books per day in main subjects and 25 answer books per day in other subjects (Details are given in Spot Guidelines). This is in view of the reduced syllabus and number of questions in question paper.
13	<p>Ensure that you do not make the following common types of errors committed by the Examiner in the past:-</p> <ul style="list-style-type: none"> <li>• Leaving answer or part thereof unassessed in an answer book.</li> <li>• Giving more marks for an answer than assigned to it.</li> <li>• Wrong totaling of marks awarded on an answer.</li> <li>• Wrong transfer of marks from the inside pages of the answer book to the title page.</li> <li>• Wrong question wise totaling on the title page.</li> <li>• Wrong totaling of marks of the two columns on the title page.</li> <li>• Wrong grand total.</li> <li>• Marks in words and figures not tallying/not same.</li> <li>• Wrong transfer of marks from the answer book to online award list.</li> <li>• Answers marked as correct, but marks not awarded. (Ensure that the right tick mark is correctly and clearly indicated. It should merely be a line. Same is with the X for incorrect answer.)</li> <li>• Half or a part of answer marked correct and the rest as wrong, but no marks awarded.</li> </ul>
14	While evaluating the answer books if the answer is found to be totally incorrect, it should be marked as cross (X) and awarded zero (0) Marks.
15	Any unassessed portion, non-carrying over of marks to the title page, or totaling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also of the Board. Hence, in order to uphold the prestige of all concerned, it is again reiterated that the instructions be followed meticulously and judiciously.
16	The Examiners should acquaint themselves with the guidelines given in the “ <b>Guidelines for Spot Evaluation</b> ” before starting the actual evaluation.
17	Every Examiner shall also ensure that all the answers are evaluated, marks carried over to the title page, correctly totaled and written in figures and words.
18	The candidates are entitled to obtain photocopy of the Answer Book on request on payment of the prescribed processing fee. All Examiners/Additional Head Examiners/Head Examiners are once again reminded that they must ensure that evaluation is carried out strictly as per value points for each answer as given in the Marking Scheme.

**MARKING SCHEME**  
**RETAIL (401)**

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**SECTION A**  
**OBJECTIVE-TYPE QUESTIONS**

Q.No.	Question	Source Material (NCERT/ PSSCIVE/ CBSE study material)	Unit/ Chap. No.	Page of Source	Marks
<b>Q.1</b>	<b>Answer any 4 out of the given 6 questions on Employability Skills. (4×1=4)</b>				
i.	(A) Public	NCERT	Unit 1	8	1
ii.	(C) don't know what is important	NCERT	Unit 2	52	1
iii.	(B) Goal setting	NCERT	Unit 2	55	1
iv.	(C) .mp3	NCERT	Unit 3	70	1
v.	(A) wage employed person	NCERT	Unit 4	100	1
vi	(D) organic	NCERT	Unit 5	107	1
<b>Q.2</b>	<b>Answer any 5 out of the given 6 questions (5×1=5)</b>				
i.	(B) Universal Product Code	NCERT	Unit 1	91	1
ii.	Barcode, weighing	NCERT	Unit 1	92	1
iii.	(C) Offline billing	NCERT	Unit 1	91	1
iv.	(D) Markets	NCERT	Unit 1	98	1
v.	(A) Electronic Data Interchange	NCERT	Unit 1	106	1
vi.	(A) Home	NCERT	Unit 1	107	1

<b>Q. 3</b>	<b>Answer any 5 out of the given 6 questions (5×1=5)</b>				
i.	(C) durable	NCERT	Unit 2	65	1
ii.	(D) Products sold in Mother Dairy stores	NCERT	Unit 2	65	1
iii.	(C) Spine layout	NCERT	Unit 2	70	1
iv.	Signage and graphics	NCERT	Unit 2	74	1
v.	(C) Red cross on a white background	NCERT	Unit 2	73	1
vi.	(B) Sell the products	NCERT	Unit 2	66	1
<b>Q.4</b>	<b>Answer any 5 out of the given 6 questions (5×1=5)</b>				
i.	(C) industrial	NCERT	Unit 3	41	1
ii.	(D) Public Limited Company	NCERT	Unit 3	42	1
iii.	(A) Sensory inputs	NCERT	Unit 3	52	1
iv.	(D) Baskets	NCERT	Unit 3	52	1
v.	(C) Managing site and location	NCERT	Unit 3	46	1
vi.	Trends and season	NCERT	Unit 3	42	1
<b>Q.5</b>	<b>Answer any 5 out of the given 6 questions (5×1=5)</b>				
i.	Private Security Agency Regulation Act	NCERT	Unit 4	127	1
ii.	(B) Six	NCERT	Unit 4	127	1
iii.	(A) Private security guards	NCERT	Unit 4	128	1
iv.	(A) Medical	NCERT	Unit 4	130	1

v.	Following are the methods of material handling (any four): Lifting, holding, putting down , pushing, pulling, carrying, moving	NCERT	Unit 4	137	1
vi.	(D) Forklift	NCERT	Unit 4	139	1

### SECTION B : SUBJECTIVE-TYPE QUESTIONS

**Answer any 3 out of the gives 5 questions on Employability Skills. Answer each question in 20 – 30 words. (3×2=6)**

<b>Q. 6</b>	Four Components of a Good feedback in Communication are : <b>(0.5 x 4 = 2)</b> <ul style="list-style-type: none"> <li>• Helpful</li> <li>• Specific</li> <li>• Timely</li> <li>• Polite</li> </ul>	NCERT	Unit 1	17	2
<b>Q. 7</b>	Four steps for effective Time Management are : <b>(0.5 x 4 = 2)</b> (1) Organise (2) Prioritise (3) Control (4) Track	NCERT	Unit 2	60	2
<b>Q. 8</b>	<b>Theft</b> : Theft means stealing of information or hardware . These are : physical, identity, software piracy. <b>Virus</b> : Viruses are computer programs that can damage the data and software programs or steal the information stored on a computer. Major types of viruses are : Worms and Trojan Horses. <b>(1 x 2 = 2)</b>	NCERT	Unit 3	80	2

<b>Q.9</b>	<p>Misconceptions or Myths : <b>(0.5 x 4 = 2)</b></p> <ol style="list-style-type: none"> <li>(1) Every business idea needs to be unique or special.</li> <li>(2) Person needs a lot of money to start a business.</li> <li>(3) Person having a big business is an entrepreneur.</li> <li>(4) Entrepreneurs are born, not made.</li> </ol>	NCERT	Unit 4	94	2
<b>Q.10</b>	<p>Cutting of trees is leading to soil erosion and making land dry and unusable for cultivation. Steps to protect life on land as an important step towards sustainable development are :</p> <ul style="list-style-type: none"> <li>• Afforestation</li> <li>• Conserving Natural Habitats</li> <li>• Planting more trees</li> <li>• Reducing waste</li> <li>• Enacting policies to protect forests</li> </ul> <p><b>(1 x 2 = 2)</b></p>	NCERT	Unit 5	112	2
<b>Answer any 4 out of the given 6 questions in 20 – 30 words each (4x2=8)</b>					
<b>Q.11</b>	<p>The Objectives of Retail Transportation are :</p> <ul style="list-style-type: none"> <li>• To deliver goods to customer in a short time.</li> <li>• To deliver goods at a least cost.</li> <li>• To reduce loading and unloading.</li> <li>• To improve safety measures during transporting.</li> <li>• To adopt all legal requirement towards transportation.</li> </ul> <p><b>(0.5 x 4 = 2)</b></p>	NCERT	Unit 1	98	2
<b>Q.12</b>	<p>Store Atmosphere - The store atmosphere plays an important role in store image. The store must offer a positive ambience to the customers for them to enjoy their shopping and leave with a smile. (any two) <b>(1 x 2 = 2)</b></p> <ul style="list-style-type: none"> <li>• The store should not give a cluttered look.</li> <li>• The products should be properly arranged.</li> <li>• There should be no foul smell in the store.</li> <li>• The floor, ceiling, carpet, walls should not have unwanted spots.</li> <li>• Keep dressing room clean.</li> <li>• Make sure the customers are well attended.</li> <li>• Don't allow customers to carry eatables inside the store.</li> </ul>	NCERT	Unit 2	66	2

<b>Q.13</b>	<p>Advantages of Diagonal Floor Plan : (any two) (1 x 2 = 2)</p> <ol style="list-style-type: none"> <li>(1) Loops facilitate impulsive buying.</li> <li>(2) The latest or fashion merchandise should be prominently displayed .</li> <li>(3) Directional signs should give the location of other departments.</li> <li>(4) Enhances Shopping Experiences</li> </ol>	NCERT	Unit 2	69	2
<b>Q.14</b>	<p>Merchandise Planning : It is a systematic approach. It is aimed at maximizing return on investment through planning sales and inventory in order to increase profitability.</p> <p style="text-align: center;"><b>OR</b></p> <p>It means Merchandise Planning is useful to the organizer for attracting customers , increase sales , profit maximization and reducing expenses. (1 x 2 = 2)</p>	NCERT	Unit 3	40	2
<b>Q.15</b>	<p>Steps to determine right assortment of merchandise are : (0.5 x 4 = 2)</p> <ul style="list-style-type: none"> <li>• Assessing the target market.</li> <li>• Collecting information.</li> <li>• Analyzing the data.</li> <li>• Determining breadth and depth of merchandise offerings.</li> </ul>	NCERT	Unit 3	42	2
<b>Q.16</b>	<p>In Mobile patrol, visits are carried out on a client's property at irregular intervals. The number of visits per shift may have to be agreed with the client. (1 x 2 = 2)</p>	NCERT	Unit 4	122	2

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

Q.17	<p>Problems in Retail Transportation are : (any four)</p> <ul style="list-style-type: none"> <li>• Maintaining supply chain efficiency in face of increasing risk and unpredictability</li> <li>• Natural Disasters like floods , earthquakes etc.</li> <li>• Labour strike or shortages</li> <li>• Terrorism</li> <li>• Heightened Supply Chain Security</li> <li>• Retail transport for cross borders is very complex and costly</li> <li>• Increasing cost to manage inventory</li> <li>• Import and export of goods needed to customer clearances before sending to distribution centers.</li> </ul> <p>(1 x 4 = 4 )</p>	NCERT	Unit 1	99	4
Q.18	<p>The location of merchandise plays an important role in how customers navigate through the store :</p> <ul style="list-style-type: none"> <li>• By strategically placing impulse and demand/destination merchandise throughout the store, retailers can increase the chances that customers will shop the entire store.</li> <li>• Customers' attention will be focused on the merchandise that the retailer is most interested in selling.</li> <li>• In locating merchandise categories, retailers need to consider typical consumer shopping patterns.</li> <li>• Retailers utilize various forms of atmospherics – lighting , colors , music and scent – to influence shopping behaviour.</li> </ul> <p>(1 x 4 = 4 )</p>	NCERT	Unit 2	75	4



<p><b>Q.19</b></p>	<p>Visual merchandising builds upon the retail design of a store. It is one of the final stages in setting out a store in a way customers find attractive and appealing. <b>(2 + 2 = 4)</b></p> <p>Elements used in visual merchandisers in creating displays includes :</p> <ul style="list-style-type: none"> <li>• Colour</li> <li>• Lighting</li> <li>• Space</li> <li>• Product information</li> <li>• Sensory inputs</li> </ul>	<p>NCERT</p>	<p>Unit 3</p>	<p>52</p>	<p>4</p>
<p><b>Q.20</b></p>	<p>The duties and responsibilities of a Junior Merchandiser are as follows : <b>(1 x 4 = 4 )</b></p> <ol style="list-style-type: none"> <li>(1) Planning – It is his duty and responsibility to formulate the policies for the areas in which they are responsible.</li> <li>(2) Directing – It is his duty and responsibility to guide and train buyers as and when the need arises.</li> <li>(3) Coordinating – It is his duty and responsibility to supervise the work of more than one buyer, hence they need to coordinate the buying effort in terms of how well it fits .</li> <li>(4) Controlling – It is his duty and responsibility to evaluate buying performance on the basis of net sales .-It is necessary to provide control and maintain high performance results.</li> </ol>	<p>NCERT</p>	<p>Unit 3</p>	<p>56</p>	<p>4</p>

Q.21	<p>Effective housekeeping results in : (any 4)</p> <ul style="list-style-type: none"> <li>• Reduced handling to ease the flow of materials.</li> <li>• Fewer tripping and slipping accidents</li> <li>• Decreased fire hazards.</li> <li>• Lower worker exposures to hazardous substances.</li> <li>• More efficient equipment cleanup and maintenance.</li> <li>• More effective use of space.</li> <li>• Improved morale</li> <li>• Less janitorial work.</li> <li>• Better hygienic conditions</li> <li>• Better control of tools and materials</li> <li>• Reduced property damage by improving preventive maintenance.</li> <li>• Improved productivity</li> </ul> <p>(1 x 4 = 4)</p>	NCERT	Unit 4	144	4
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