

Marking Scheme
Strictly Confidential
(For Internal and Restricted use only)
Senior School Certificate Examination, 2025
SUBJECT NAME RETAIL (Q.P. CODE 325)

General Instructions: -

1	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.
2	“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 News Paper/Website etc may invite action under various rules of the Board and IPC.”
3	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. 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.
4	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.
5	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.
6	Evaluators will mark($\sqrt{}$) wherever answer is correct. For wrong answer CROSS ‘X’ be marked. Evaluators will not put right (\checkmark) while evaluating which gives an impression that answer is correct and no marks are awarded. This is most common mistake which evaluators are committing.
7	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.
8	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.
9	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 “Extra Question” .

10	No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
11	A full scale of marks _____(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"> • Leaving answer or part thereof unassessed in an answer book. • Giving more marks for an answer than assigned to it. • Wrong totaling of marks awarded on an answer. • Wrong transfer of marks from the inside pages of the answer book to the title page. • Wrong question wise totaling on the title page. • Wrong totaling of marks of the two columns on the title page. • Wrong grand total. • Marks in words and figures not tallying/not same. • Wrong transfer of marks from the answer book to online award list. • 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.) • Half or a part of answer marked correct and the rest as wrong, but no marks awarded.
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 “ Guidelines for Spot Evaluation ” 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

SECTION A

(Objective Type Questions)

(30 Marks)

1.			NCERT	
	(i)	(A) Feedback	U-1 Pg-2	1
	(ii)	Personality	U-2 Pg-33	1
	(iii)	(C) Not to learn from failures	U-2 Pg-25	1
	(iv)	(D) column	U-3 Pg-41	1
	(v)	(B) social	U-4 Pg-84	1
	(vi)	(A) Make in India	U-5 Pg-113	1
2.	(i)	(A) seasons	U-1 Pg-52	1
	(ii)	(D) loop	U-1 Pg-55	1
	(iii)	demand and supply	U-1 Pg-58	1
	(iv)	(A) inviting	U-1 Pg-59	1
	(v)	(D) warehouses	U-1 Pg-73	1
	(vi)	Battery Electric Vehicle	U-1 Pg-75	1
	(vii)	(C) dining	U-1 Pg-89	1
3.	(i)	(A) Encryption	U-2 Pg-146	1
	(ii)	(D) Government to citizen	U-2 Pg-142	1
	(iii)	(C) Designated	U-2 Pg-107	1

	(iv)	Secure Sockets Layer	U-2 Pg-112	<i>1</i>
	(v)	(D) Clear	U-2 Pg-121	<i>1</i>
	(vi)	(A) Planning	U-2 Pg-134	<i>1</i>
	(vii)	(B) Back office server	U-3 Pg-182	<i>1</i>
4.	(i)	(B) 1974	U-3 Pg-183	<i>1</i>
	(ii)	(A) Monitor	U-3 Pg-183	<i>1</i>
	(iii)	It is an interesting way to measure the success of POS marketing, to track shopper eye movement along store shelves and POS displays.	U-3 Pg-188	<i>1</i>
	(iv)	(D) Bills	U-3 Pg-187	<i>1</i>
	(v)	Qwerty layout	U-3 Pg-184	<i>1</i>
	(vi)	(C) Due bill	U-4 Pg-104	<i>1</i>
5.	(i)	(A) European Article Number	U-4 Pg-104	<i>1</i>
	(ii)	(B) Purchase formula	U-4 Pg-105	<i>1</i>
	(iii)	(A) Customer satisfaction	U-4 Pg-106	<i>1</i>
	(iv)	(D) Fixed system	U-4 Pg-115	<i>1</i>
	(v)	(C) financial	U-4 Pg-117	<i>1</i>
	(vi)	(A) General ledger	U-4 Pg-125	<i>1</i>
6.	(i)	(A) Inventory	U-5 Pg-186	<i>1</i>
	(ii)	(A) Stock out	U-5 Pg-188	<i>1</i>
	(iii)	(D) Barcoded	U-5 Pg-191	<i>1</i>
	(iv)	(B) Wastage	U-5 Pg-187	<i>1</i>
	(v)	(D) shrinkage	U-5 Pg-196	<i>1</i>
	(vi)	Stock Keeping Unit	U-5 Pg-191	<i>1</i>

SECTION B

(Subjective Type Questions)

(30 Marks)

7. The four skills are – listening, speaking, reading and writing.
U-1 Pg-1 2
8. By managing stress effectively and maintaining a positive attitude one can overcome any challenge and achieve heights in career. It also helps to maintain healthy work life balance.
U-2 Pg-27 2
9. Presentation software is being widely used to make digital presentations. It has interesting features like images, videos, animation and music.
U-3 Pg-63 2
10. Characteristics : U-4 Pg-80 2
- (i) It is an economic activity.
 - (ii) Develop and maintain profit-oriented organisation.
 - (iii) Deals with optimisation in utilisation of resources.
 - (iv) Ability to take risks.
11. A green collar worker is one who is employed in the environmental sectors of the economy. It includes professionals, such as building architects, recycling managers, environmental engineers etc. U-5 Pg-112 2
12. Any four elements of the following : U-1 Pg-48 $4 \times \frac{1}{2} = 2$
- (i) Balance
 - (ii) Size of object
 - (iii) Colour
 - (iv) Lighting
 - (v) Simplicity
13. Point of sales is also referred as point of purchase from customers point of view, they pay for the products purchase by them at the point of sale area. So, it is also called point of purchase area for customers.
U-3 Pg-181 2

14. Barcode Scanner 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 registers with a laser beam beneath the glass to capture the barcode some barcode scanners are hand-held, enabling salespeople to scan items that are too large or heavy to be lifted to a counters. U-3 Pg-183 2
15. Cashier should ensure that Q-managers are place in front of the cash counter to avoid crowding of customers in the front of the cash desk. U-4 Pg-105 2
16. • We can control food inventory by installing a system of checks and monitoring procedures.
- All food have optimal storage conditions that must be met to sustain usability .
- Keep food inventory on a steady rotation to reduce spoilage and waste. U-5 Pg-187 2
17. U-2 Pg-122 3

	Differences	E-Marketing	Traditional marketing
1	Contact	Interactive ease of communication and direct customer contact	Contact from one side
2	Display goods	Offering goods or services you want to marketing via its website on matter the number or variety	Cannot be done in traditional marketing if amount of space does not permit
3	Relationship	Build long term	Implementation of one deal
4	Cost	Less expensive and easy in implementation	More expensive
5	Target customers	Accessible to the client where the target was	Difficulty in reaching targeted customers
6	Band	Open field in front of everyone, no matter their experiences or their potential to market their goods without distinction between capital companies and average person	Limited Range

18. Features of E-shop : U-2 Pg-110 3
- (i) Online catalogue for goods
 - (ii) Provision of a search engine for products
 - (iii) Shopping cart, for good selection and automatic price update
 - (iv) Personalization of stage layouts
 - (v) An online contact person
 - (vi) Order status checking facility
 - (vii) Use of forums and customer communities
19. • Back office server is the brain.
- It is essentially the main computer where pertinent company information such as, prices and sales reports are programmed and stored.
 - It acts as the main information source for the network if multiple units are in use throughout the establishment.
 - Here all applicable software is downloaded. U-3 Pg-182 3
20. Essential duties : To assist sales manager : U-1 Pg-87 4
- (i) To assist sales manager in leading, directing and motivating the sales team
 - (ii) Revising and implementing the sales strategies plans
 - (iii) In generating sales opportunities by identifying appropriate business targets
 - (iv) By completing all assigned duties
 - (v) Supervise the shift that are scheduled
 - (vi) Handle customer issues, resolution
 - (vii) Supervise sales representatives
 - (viii) Deliver positive feedback, Employee Reward

21. The key Requirements that must be met by modern POS system include : U-3 Pg-181

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- (i) High and consistent operating speed
- (ii) Reliability
- (iii) Ease of use
- (iv) Remote supportability
- (v) Low cost
- (vi) Rich functionalisty

Retailers can reasonable expect to acquire such systems.

22. (i) Fixed Deposits (FD) – Amounts is deposited for a fixed period. It can be withdrawn only on expiry of such period. Rate of interest is higher than other deposits, it amount is withdrawn before the expiry of the period depositor losses the interest. U-4 Pg-151

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- (ii) Savings Deposit Account – Suitable for salaried class people. Amount can be withdrawn for limited number of times in a week. Interest Rate will be less as compared to fixed deposit.
- (iii) Current Account (CA) – Convenient to businessman who has several transactions in a day. No interest is paid one these deposits.
- (iv) Recurring Deposit Account (RD) – Suitable for such persons who have regular in come and like to save some portion of it.

23. Advantages of Accounting : U-4 Pg-118

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- Maintain Records
- Preparation of Financial Statements
- Provides control over assets
- Provides the required information

- Comparative study
- Less scope for fraud and theft
- Tax Aspects
- Ascertaining value of business
- Documentary evidence
- Helpful to management

24. LIFO, last in first out and FIFO, first in first out Both terms are used in wide variety of situations to determine the order in which something will be handled.

A company operates on the FIFO has a policy of displaying and selling old stock before selling newly acquired stock.

U-5 Pg-118

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