

Marking Scheme
Strictly Confidential
(For Internal and Restricted use only)
Secondary School Examination, 2026 (2nd Board Examination)
SUBJECT NAME : Retail
(Q.P. CODE / Set No. 401/88)

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 Newspaper/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 (✓) 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. 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	Ensure that you do not make the following common types of errors committed by the Examiner in the past :- • 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.
19	If a candidate attempts both alternatives/options in a question where only one option/alternative is required to be attempted, the Evaluator shall award marks in both the options. The system will take the higher of two scores and disregard the other response.
20	In a question having two options/alternatives, if a candidate has attempted only one, then the evaluator shall mark “NA” (Not attempted) against the option that has not been attempted by the candidate.

MARKING SCHEME
Retail (Subject Code - 401)
(PAPER CODE : 88) (M880401)

Q. No.	EXPECTED OUTCOMES/VALUE POINTS				
SECTION - A					
OBJECTIVE TYPES					
1.	Answer any 4 out of the given 6 questions on Employability Skills (1x4=4 marks)	Source Material	Unit/Chapter No.	Page No. of Source Material	Marks
i.	(C) Message	NCERT	1	3	1
ii.	(C) Negative Thinking	NCERT	2	41	1
iii.	Self motivation is the ability to do the things that need to be done without someone or something influencing us.	NCERT	2	51	1
iv.	(C) BIOS	NCERT	3	65	1
v.	(A) Every business idea needs to be unique or special	NCERT	4	94	1
vi.	(C) By planting more trees	NCERT	5	112	1
2.	Answer any 5 out of the given 6 questions.				(5x1=5)
i.	(A) Due bill				1
ii.	(A) Amelors				1
iii.	(A) 5 Metros				1
iv.	Timely delivery to customer				1
v.	(A) Reduced				1
vi	right <u>place</u> , right <u>time</u> , right <u>way</u>				1
3.	Answer any 5 out of the given 6 questions				(5x1=5)
i.	<u>Selecting</u> and <u>comparing</u>				1
ii.	(A) 24				1
iii.	(C) Spine layout				1
iv.	(B) Lay by				1
v.	Close circuit television, a video surveillance system that uses camera to capture footage.				1
vi.	<u>Free flow</u>				1

4.	Answer any 5 out of the given 6 questions.				(5x1=5)
i.	Impulse buying products are chocolates, cakes, cold drinks, chips etc. (Any two)				$\frac{1}{2} \times 2 = 1$
ii.	<u>Trends and seasons</u>				1
iii.	(D) Divisional merchandise manager				1
iv.	(B) Lighting				1
v.	Smell, touch, sound (Any two)				0.5x2=1
vi.	(A) Sub class				1
5.	Answer any 5 out of the given 6 questions.				(5x1=5)
i.	House keeping refers to the set of activities that are intended for cleaning the house by cleaning dirty surfaces, dusting, disposing of rubbish vacuuming etc.				1
ii	(C) 1990's				1
iii.	(A) Medical				1
iv.	(B) Provident fund				1
v.	(B) Assistant				1
vi.	Bins, Buckets, Mops, brooms, duster, etc. (Any two)				0.5x2=1
SECTION – B					
SUBJECTIVE TYPE QUESTIONS					
	Answer any 3 out of the given 5 questions on Employability skills (2x3=6 Marks). Answer each question in 20 to 30 words.				
6.	These can be abbreviated as 7 Cs i.e., Clear, Concise, Concrete, Correct, coherent, Complete and Courteous. Any 4 to be considered.	NCERT	1	20	2 $0.5 \times 4 = 2$
7.	Time management is the ability to plan and control how you spend the hours of your day well and do all that you want to do. Step1-Organise Step2-Prioritise Step3-Control Step4-Track	NCERT	2	59 & 60	2 (1+1) $0.25 \times 4 = 1$

8.	Navigation keys : Keys, such as the arrow keys, HOME, END, PAGE UP, and PAGE DOWN are navigation keys.	NCERT	3	67	2 0.5x4=2
9.	Some examples of qualities in people are : i. Hardworking ii. Nice iii. Creative iv. Patient v. Do not give up attitude vi. Take responsibility for actions vii. Trying new ideas etc. Any 4 to be considered	NCERT	4	89-90	2 0.5x4=2
10.	Importance of Sustainable Development i. Sustainable development is essential to ensure that the needs of the present generation are met without compromising the ability of future generations to meet their own needs. ii. Rapid economic growth and rising consumption have led to excessive use of natural resources, causing serious environmental problems. iii. As population and income levels increase, the demand for goods also rises, putting further pressure on the environment. iv. To prevent the depletion of scarce natural resources, society must adopt a development strategy that promotes both economic growth and environmental protection. v. Sustainable development encourages individuals to practice a sustainable lifestyle, emphasizing the careful and responsible use of natural resources. vi. By doing so, we can maintain ecological balance, reduce pollution and secure a healthier and safer environment for future generations. Any 4	NCERT	5	104	2 0.5x4

	Answer any 4 out of the given 6 questions in 20-30 words each.				(4x2=8)
11.	(1) Telecom billing is a process of collecting, usage, aggregating it applying required usage and rental charges and finally generating invoices for the customers (2) Telecom billing process also includes receiving and recording payments from the customers.				2 (1x2)
12.	(a) The store layout and design tell a customer what the store is all about. (b) It is very strong tool to create store image in the minds of the consumers. (c) It is defined as a physical location of various units of the stores that facilitate shoppers. (d) It is a plan to make effective use of space. (e) It takes into account the customer flow pattern display of merchandise, permanent structures like aisles and furnitures. (Any two)				2 any four (0.5x2)
13.	(1) Inventory management procedures pertain to the handling of store. These procedures include receipt of inventory by verifying that each product is in order as quoted. (2) regular counting of inventory installing cameras to limit or prohibit theft is also included in inventory management.				(1x2)
14.	The steps to determine right assortment of merchandise are as follows : (a) Assessing the target market (b) Collecting information (c) Analysing the data (d) Determining breadth and depth of merchandise offering				2 (0.5x4)
15.	Various rights of merchandising are :- (a) Type (b) Quality (c) Price (d) Quantity (e) Time (f) Place				2 any four (0.5x4)

16.	(1) In mobile patrolling visits are carried out on a client's property at irregular intervals. (2) The patrol may entail a check of the perimeter of premises as may require a comprehensive internal investigation.				2 (1x2)
	Answer any 3 out of the given 5 questions in 50-80 words each.				(3x4=12)
17.	Following are the objectives of Retail transportation. (a) To deliver the goods to the customer in a short time. (b) To deliver the goods at a least cost. (c) To reduce loading and unloading as much as possible. (d) To improve safety measures during transporting. (e) To adopt all legal requirement towards transportation.				4 (1x4)
18.	Following are the functions of Merchandiser at various levels : (i) At supplier's level :- Visit to suppliers or manufactures to select goods they negotiate a price, order the goods agree on a delivery date and complete all the necessary paper work. (ii) At visual display staff and department manager's level :- To decide how goods should be displayed to best attract customers attention. (iii) At finance level :- Check the response to various items in the merchandise to enjoy working as a merchandiser. It is essential that the individual has a mathematical ability to work out budgets and understand sales figure. (iv) At divisional Merchandise Manager's level :- The person would be responsible for merchandising activities for particular line of merchandise.				4 (1x4)

19.	The Principles in visual merchandising are as follows :- (i) Make it easier for the customer to locate the desired category and merchandise. (ii) Make it easier for the customer to self select. (iii) Make it possible for the shopper to co-ordinate and accessorize. (iv) Recommend, highlight and demonstrate particular products at strategic locations. (v) Educate the customer about the product in an effective and creative way. (vi) Make proper arrangements in such a way to increase the sale of unsought goods.				4 (1x4) any four
20.	The basic duties of the Merchandiser can be divided into four areas :- (i) Planning :- They formulate the policies for the areas in which they are responsible. (ii) Directing :- To guide and train buyers as and when the need arises. (iii) Co-ordinating :- Supervise the work of more than one buyer, hence they need to co-ordinate the buying effort in terms of how well it fits in which the store image. (iv) Controlling :- Buying performance may be evaluated on the basis of net sales maintained mark up percentages, mark down percentages, gross margin percentages and stock turn. It is necessary to provide control and maintain high performance results				4 (1x4)
21.	Following are the reception duties must be performed by Raj Kumar as security guard. (i) Ensure that all equipment's are operational at the beginning of duty. (ii) Ensure that all visitors enter their particular in the visitor book. (iii) Ensure that the badges and visitor slips are issued. (iv) Ensure that all documentation is available at the start of duty.				4 any four (1x4)

	(v) Ensure that the documents are complete. (vi) Ensure that all visitors comply with the company rules and policies with regard to the use of the following : (a) Mobile telephone (b) Arms and ammunition (c) Laptop/pen drive (d) Cameras				
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