

Marking Scheme
Strictly Confidential
(For Internal and Restricted use only)
Senior Secondary School Examination, 2026 (XIIth)
SUBJECT NAME : Retail Operation. (Q.P. CODE 801/325)

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 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-XII, 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 totalled 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 totalling or marks awarded on an answer. • Wrong transfer of marks from the inside pages of the answer book to the title page. • Wrong question wise totalling on the title page. • Wrong totalling 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 totalling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also as 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 totalled 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 Operation (Subject Code-801)
(PAPER CODE : 325) (P3250801)

Q.No.		SUGESSTED ANSWERS	Source Material (NCE RT/P SSCI VE/C BSE/ Study Material)	MARKS	UNIT	SECTION	PAGE NO.
		SECTION – A Objective Type Questions (30 Marks)					
1.		Answer any 4 out of the given 6 questions on Employability Skills of 1 mark each. (4x1=4 Marks)					
	i	(B) A group of words that communicates a complete thought or meaning.		1	I		9
	ii	Stress is a state of feeling upset, annoyed and hopeless		1	II		26
	iii	(A) Suspicious		1	II		34
	iv	(B) Information and Communication Technology		1	III		39
	v	(D) Work area		1	IV		42
	vi	‘Start up India’		1	v		89
2.		Answer any 5 questions out of the given 7 questions of 1 mark each. (5x1=5 Marks)					
	i	(d) competitive	CBSE Study material	1	I	I	48
	ii	(b) Products placed at an angle on shelves to attract attention	CBSE Study material	1	I	I	49
	iii	(c) High end fashion items	CBSE Study material	1	I	I	50
	iv	(b) discourage repeat sales	CBSE Study material	1	I	I	55
	v	(a) Customer data and insights	CBSE	1	I	II	83

			Study material				
	vi	Customer database	CBSE Study material	1	I	II	62
	vii	Explicit mechanisms	CBSE Study material	1	I	II	64
3.		Answer any 6 questions out of the given 7 questions of 1 mark each. (6x1=6 Marks)					
	i	(c) ID card	CBSE Study material	1	II	I	106
	ii	(a) In care of Box Office	CBSE Study material	1	II	I	107
	iii	(c) Reduced overhead costs	CBSE Study material	1	II	I	108
	iv	(b) B2C Market	CBSE Study material	1	II	I	115
	v	(c) Better information	CBSE Study material	1	II	I	109
	vi	(d) Shopping anywhere, anytime	CBSE Study material	1	II	I	109
	vii	(b) C 2 C	CBSE Study material	1	II	IV	142
4.		Answer any 5 questions out of the given 6 questions of 1 mark each. (5x1=5)					
	i	(c) qwerty layout	CBSE Study	1	III	II	184

			mater ial				
	ii	POS (Point of Sale)	CBSE Study mater ial	1	III	I	181
	iii	Bar code scanner	CBSE Study mater ial	1	III	I	184
	iv	(a) Customer display	CBSE Study mater ial	1	III	I	184
	v	(b) To process transactions and payments	CBSE Study mater ial	1	III	I	181
	vi	(b) Keyboard	CBSE Study mater ial	1	III	I	183
5.		Answer any 5 questions out of the given 6 questions of 1 mark each. (5x 1=5 Marks)					
	i	(b) Real Accounts	CBSE Study mater ial	1	IV	I	114
	ii	(a) Cash system	CBSE Study mater ial	1	IV	I	114
	iii	(c) Creditors	CBSE Study mater ial	1	IV	I	115
	iv	(d) Profit concept	CBSE Study mater ial	1	IV	I	116
	v	(c) Fixed asset	CBSE Study mater ial	1	IV	IV	174
	vi	(d) Neglects quality	CBSE	1	IV	I	119

			Study material				
6.		Answer any 5 questions out of the given 6 questions of 1 mark each. (5x1=5 Marks)					
	i	(b) To automate inventory tracking	CBSE Study material	1	V	II	190
	ii	(b) A physical document to record inventory counts	CBSE Study material	1	V	II	190
	iii	(a) A unique code for a product variant	CBSE Study material	1	V	I	188
	iv	(b) LIFO (Last-In-First-Out)	CBSE Study material	1	V	I	188
	v	New Old Stock	CBSE Study material	1	V	I	188
	vi	(b) Perpetual inventory system	CBSE Study material	1	V	I	187
		SECTION – B Subjective Type Questions (30 Marks)					
		Answer any 3 questions out of the given 5 questions on Employability Skills of 2 marks each. (3x2=6 Marks)					
7.		Communication is a two-way process through which information or message is exchanged between individuals using language, symbols, signs or behaviour. Speaking, listening, reading and writing are the parts of communication.		2	I		1
8.		1. Openness – Individuals are creative, curious, active, flexible and adventurous. 2. Consciousness – Self-disciplined, work on time, take care of others.		(0.5 x4) (any four)	II		33

		3. Extraversion – love to interact with people 4. Agreeableness – kind, sympathetic, cooperative, considerate and warm. 5. Neuroticism – tendency towards anxiety, self doubt, depression, shyness,					
9.		1. Sorting Data in IT refers to the process of arranging data elements in a specific order such as ascending or descending based on pre-defined criterion. 2. It helps in data organization, making it easier to search, analyze and process information efficiently.		1x2=2	III		58
10.		Environmental barriers : 1. Lack of adequate resources or raw material 2. Non-availability of skilled labour 3. Lack of requisite machinery and infrastructure. 4. Unavailability of monetary resources on time. (any two)		1x2=2 (any two)	IV		
11.		According to UNEP – United Nations Environment Program, green jobs or green collar jobs are works in agricultural, administrative, research and development, manufacturing and service activities that contribute substantially to preserving or restoring environment quality.		2	V		112
		Answer any 3 questions out of the given 5 questions of 2 marks each. (3x2=6 marks)					
12.		(i) Grabbing the consumer's attention (ii) increase the entire store's sales. (iii) encourages most shoppers to serve themselves increases sales per customer.	CBSE Study material	Any 2 1x2=2	I	I	50
13.		(i) Point of sale marketing, commonly known as point-of a purchase advertising, attracts retail shoppers at the point-of-a purchase. (ii) In other words, point-of-sale (POS) marketing attracts shoppers into buying additional products or services at checkout.	CBSE Study material	2 1x2	III	III	18 7
14.		Monitors are essential POS components. The monitor is the screen where sales staff views sales information as a transaction is in progress. As items are added, staff can view the list of accumulated items, price, tax, savings, subtotals, totals and any other applicable information related to the type of business being conducted.	CBSE Study material	2	III	I	18 3

15.		It is the book in which only credit purchase of goods from different parties, are recorded in chronological order.	CBSE Study material	2	IV	III	13 1
16.		(i) To verify the accuracy of inventory records. (ii) To identify discrepancies and errors. (iii) To ensure compliance with inventory management policies.	CBSE Study material	Any 2 1x2=2	V	III	19 5
		Answer any 2 questions out of the given 3 questions of 3 marks each. (2x3=6 Marks)					
17.		Disadvantages 1. Electronic marketing is limited by the ability of the consumer to access and use Internet services. 2. It is important to note that spam filters that have become very essential to majority of the users are a major limitation to the effectiveness of e-marketing. 3. It has intensified competition which is a major barrier to new entrants in the global market.	CBSE Study material	One mark each Any three 1x3=3	II	II	12 0
18.		Success Factors of Telemarketing – (i) Planning (ii) Accurate data (iii) A good script (iv) Skilled telemarketers	CBSE Study material	One mark each (Any three with explanation)	II	III	13 4
19.		Modern POS (Point of Sale) systems support various payment processing methods, including : 1. Cash 2. Credit/Debit Card 3. Mobile Payments 4. Digital Wallets (PayPal, Amazon Pay) These modern POS systems aim to provide flexibility and convenience for customers, making transactions efficient and secure.	CBSE Study material	1x3=3 (Any three)	III	II	18 6
		Answer any 3 questions out of the given 5 questions of 4 marks each. (3x4=12 marks)					
20.		(i) A food Supervisors oversee food preparation, food storage and dining areas, ensuring that the facility remains in compliance with safety regulation and health codes. (ii) A food and beverage supervisor performs the duties of a human resources manager, recruiting, hiring,	CBSE Study material	1x4=4 (Any four One mark each)	I	IV	90

		(iii) training and terminating staff members. Supervisors also schedule employees for work. They also maintain employee records and administer payroll and benefits. (iv) A food and beverage supervisor attends to customer complaints or issues, resolving matters as expediently as possible. (v) The management of incoming funds and accounts payable are often the responsibility of the food and beverage supervisor.															
21.		The POS (Point of Sale) process typically involves the following steps : Scanning : The products are scanned or entered into the POS system by a sales associate or the customer themselves (in the case of self-checkout). Payment Processing : The customer pays using their preferred payment method (cash, card, mobile payment, etc.) Receipt Generation : The POS system prints or sends a digital receipt to the customer.	CBSE Study material	1+3	III	II	185										
22.		(1) Lot of time and labour is saved. (2) It facilitates internal check (3) Chances of making mistakes are less. (4) If all the transactions are recorded in the journal the book becomes bulky and unwieldy. (5) Classification of transactions will be available for analysis. (6) It facilitates easy reference every time when information is necessary one need not go through the journal.	CBSE Study material	1x4=4 (Any four)	IV	III	130										
23.		The inventory team should (i) investigate the cause of the discrepancy (ii) verify the count (iii) adjust the inventory records accordingly. (iv) They may also need to perform additional counts or audits to ensure the accuracy of the records.	CBSE Study material	4	V	III	195										
24.		JOURNAL : <table><tr><td>Date</td><td>Particular</td><td>L F</td><td>Amount Dr.</td><td>Amount Cr.</td></tr><tr><td>2022 1 Mar</td><td>Purchase A/c Dr. To Sohan</td><td></td><td>6,000</td><td>6,000</td></tr></table>	Date	Particular	L F	Amount Dr.	Amount Cr.	2022 1 Mar	Purchase A/c Dr. To Sohan		6,000	6,000	CBSE Study material	4 (One mark each)	IV	III	123
Date	Particular	L F	Amount Dr.	Amount Cr.													
2022 1 Mar	Purchase A/c Dr. To Sohan		6,000	6,000													

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