

SERIES – MNL2K		SET-4
<p style="text-align: center;">Marking Scheme Strictly Confidential (For Internal and Restricted use only) Secondary School Examination, 2026 SUBJECT NAME : RETAIL (401) (Q.P. CODE 88)</p>		
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 <u>50</u> (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 (Subject Code-401)
(PAPER CODE : 88) (MNL2K)

Q.No.	EXPECTED OUTCOMES/VALUE POINTS	Marks
	SECTION – A (Objective type Questions)	(24 marks)
1.	Answer any 4 out of given 6 questions on Employability Skills	4x1=4
(i)	(A) Specific feedback U-1 Pg-18	1
(ii)	(B) Realistic U-2 Pg-56	1
(iii)	(B) Ability U-2 Pg-48	1
(iv)	(D) Check for expiry of antivirus software and renew U-3 Pg-77	1
(v)	(D) Fostering innovation and economic growth U-4 Pg-93	1
(vi)	(D) Space Research U-5 Pg-106	1
2.	Answer any 5 out of the given 6 questions	5x1=5
(i)	(C) Offline billing U-1 Pg 95	1
(ii)	(A) Customer satisfaction U-1 Pg 96	1
(iii)	European Article Number U-1 Pg 91	1
(iv)	(C) Retailing U-1 Pg 65	1
(v)	Support exchange U-1 Pg 91	1
(vi)	<u>Receiving</u> and <u>recording</u> U-1 Pg 95	1
3.	Answer any 5 out of the given 6 questions	5x1=5

(i)	(c) Mixed layout plan U-2	1
(ii)	<u>Signage and graphics</u> U-2 Pg 74	1
(iii)	(C) Light U-2 Pg 76	1
(iv)	It encourages impulsive buying / cost effective to design / use space efficiently / easy to find product U-2 Pg 69	1
(v)	(B) White cross on Green background U-2 Pg 73	1
(vi)	(D) To handle products efficiently and prevent theft U-2 Pg 79	1
4.	Answer any 5 out of the given 6 questions	5x1=5
(i)	(C) Emergency U-3 Pg 41	1
(ii)	(C) Temperature U-3 Pg 42	1
(iii)	(C) Industrial U-3 Pg 41	1
(iv)	<u>Investment – expense</u> U-3 Pg 53	1
(v)	(A) Managing site and location U-3 Pg 48	1
(vi)	<u>Window display</u> U-3 Pg 52	1

5.	Answer any 5 out of the given 6 questions	5x1=5
(i)	CCTV U-4 Pg 123	1
(ii)	(B) Six U-4 Pg 127	1
(iii)	(C) Material handling U-4 Pg 142	1

(iv)	Private Security Agency Regulation Act U-4 Pg 127	1
(v)	(A) The product label U-4 Pg 143	1
(vi)	<u>Accidents</u> and <u>injuries</u> U-4 Pg 142	1
	SECTION – B (Subjective type Questions)	(26 marks)
	Answer any 3 out of the given 5 questions on Employability Skills in 20-30 words each	3x2=6
6.	As there are various stake holders like customers, employees, vendors, media etc, are always sending important information to each other. It has three important parts: 1. Transmitting 2. Listening 3. Feedback U-1 Pg 2	2
7.	Four skills that must be mastered to succeed in life are as follows : 1. Self-Awareness 2. Responsibility 3. Time Management 4. Adaptability (Any other relevant point) U-2 Pg 40	2 (0.5x4)
8.	Following actions can be performed on computer screen by using a mouse: 1. Roll over or Hover 2. Point and click 3. Drag and drop 4. Double click U-3 Pg-67 & 68	2 (0.5x4)
9(a).	A career is a line of work that a person takes for life. U-4 Pg 100	1
(b).	A person can earn a living from the following two ways : i. Self employment ii. Wage employment U-4 Pg-100	1

10.	<p>To reduce inequalities we can :</p> <ol style="list-style-type: none"> 1. Be helpful to one another . 2. Be friendly with everyone . 3. Include everyone while working or playing . 4. Help others by including everyone whether they are small or big, boy or girl, belong to any class or caste. <p style="text-align: right;">U-5 Pg-111</p>	<p>2 (0.5x4)</p>
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	Answer any 4 out of the given 6 questions in 20-30 words each.	4x2=8
11.	<ol style="list-style-type: none"> 1. Go-Frugal's report is very flexible, easy to use, fully customizable. It provides MIS reports that help decision making, analyzing the trends and competitions. 2. This helps us to know the current status of stores, keeping track of various transactions, etc. 3. Go-Frugal's Webreporter, an add on product gives you the ability to see reports on the Internet via browser from remote locations. <p style="text-align: right;">U-1 Pg 93</p>	<p>2 (Any two) (1x2)</p>
12.	<ol style="list-style-type: none"> 1. Standard operating procedure is a set of written instructions that document a routine or repetitive activity followed by an organization. 2. The various advantages of using SOP are it increases sales, boost workers productivity and enhances a store image. <p style="text-align: right;">U-2 Pg 79</p>	<p>2 (1x2)</p>
13.	<p>A good store layout serves the following:</p> <ol style="list-style-type: none"> a. Store atmosphere b. Enhances sales c. Maximize returns per square foot d. Match the merchandise with the format e. Assistance for differently abled women, children and safety of customers <p style="text-align: right;">U-2 Pg 66 & 67</p>	<p>2 (Any four) (0.5x4)</p>
14.	<p>Merchandise planning is useful to the organizer for the following :</p> <ol style="list-style-type: none"> a. For attracting customers b. Increase sales c. Profit maximization d. Reducing expenses <p style="text-align: right;">U-3 Pg 40</p>	<p>2 (0.5x4)</p>
15.	<ol style="list-style-type: none"> 1. A planogram allows visual merchandiser to plan the arrangement of merchandise by style, type, size, price or some other category. 2. It also enables a chain of stores to have the same merchandise displayed in coherent and similar manner across the chain. <p style="text-align: right;">U-3 Pg 52</p>	<p>2 (1x2)</p>

16.	<p>1. Security industry in India took a steep rise in early 90's when globalisation took place in India. The corporate sector and multi-national companies created a huge demand of security services.</p> <p>2. The private security sector in India is growing at an annual growth rate of 25% and generates more than 12 lakh jobs every year.</p> <p style="text-align: right;">U-4 Pg 118 & 119</p>	<p>2 (1x2)</p>
	Answer any 3 out of the given 5 questions in 50-80 words each.	3x4=12
17.	<p>CKDC can assist with retail delivery in following ways :</p> <p>i. Assessing and Critiquising current retail delivery processes .</p> <p>ii. Assessing current documentation and procedures.</p> <p>iii. Analyzing current personnel, consultant and resources and the operational frame work they work within.</p> <p>iv. Recommending improved processes and procedures.</p> <p>v. Preparing relevant documentation.</p> <p>vi. Implementing improved procedures.</p> <p>vii. Assisting with the procurement of additional specialized staff and consultants.</p> <p>viii. Training personnel on and rolling out new processes.</p> <p style="text-align: right;">U-1 Pg 105 & 106</p>	<p>4 (1x4) Any four</p>

18.	<p>Planning a store layout involves the following :</p> <p>i. Determining the availability of space .</p> <p>ii. Determining 'space needs' for selling and on selling area.</p> <p>iii. Fitting 'space needs' for good customer flow and maximum sales per square foot.</p> <p>iv. Provision for self service .</p> <p>v. Types of merchandise presentation techniques .</p> <p style="text-align: right;">U-2 Pg 68</p>	<p>4 (1x4) Any four</p>
19.	<p>Functions of Division Merchandise Manager are as follows :-</p> <p>i. Forecasting sales for the forthcoming budget period .</p> <p>ii. Translating the sales forecast for inventory levels in forms of rupees .</p> <p>iii. Inspiring commitment and performance on the part of the merchandisers and buyers .</p> <p>iv. Assessing not only the merchandise performance but also the buyer's performance in order to provide control and maintain high performance results .</p> <p style="text-align: right;">U-3 Pg 47</p>	<p>4 (1x4)</p>

20.	<p>Following are the various functions of merchandise planning :</p> <ol style="list-style-type: none"> Retail Merchandising refers to the various activities which contribute to the sale of products to the consumers for their end use . Every retail store has its own line of merchandise to offer to the customers . The display of the merchandise play an important role by imparting customers into the store and prompting them to purchase as well. Merchandising helps in the attractive display of the products at the store in order to increase their sale and generate revenues for the retail store. Merchandising helps in the sensible presentation of the products available for the sale to entice the customers and make them a brand loyalist. <p style="text-align: right;">U-3 Pg 46</p>	<p style="text-align: center;">4 (1x4) Any four</p>
21.	<p>Following are the eligibilities required for the job of security guard : (any 4)</p> <ol style="list-style-type: none"> Height : 160 cms for male and 150 cms for female . Weight : According to the standard table of height and weight Chest : 80 cms with an expansion of 4 cms for male and for female no minimum requirements for chest measurement.. Eye sight : Far sight vision 6/6 , near vision 0.6/0.6 with or without correction, free from colour blindness. Read and Understand displays in English alphabets and Arabic numerals Free from knock knee or flat foot. He/She should be able to run one Kilometer in six minutes . Hearing : Free from hearing defects He/She should be able to hear and respond to the speaker voice and alarms generated by security equipments. The candidate should have dexterity and strength to perform searches, handle objects and use force for restraining the individuals. A candidate should be free from any evidence of contagious or infections disease. <p style="text-align: right;">U-4 Pg 127 & 128</p>	<p style="text-align: center;">4 (1x4) Any four</p>
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