

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

**General Instructions: -**

<b>1</b>	The CBSE has decided to introduce On Screen Marking (OSM) for the evaluation of Class XII answer Book with the 2026 Examination.
<b>2</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>3</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>4</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-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.</b>
<b>5</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>6</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>7</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>8</b>	If a question has parts, please award marks on the right-hand side for each part in the OSM Portal. Marks awarded for different parts of the question will be totaled up by the OSM System.
<b>9</b>	If a question does not have any parts, marks must be awarded in the left-hand margin in the OSM Portal. This may also be followed strictly.

<b>10</b>	No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
<b>11</b>	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.
<b>12</b>	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.
<b>13</b>	<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>• 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>
<b>14</b>	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.
<b>15</b>	The Examiners should acquaint themselves with the guidelines given in the <b>“Guidelines for Spot Evaluation”</b> before starting the actual evaluation.
<b>16</b>	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.
<b>17</b>	<b>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.</b>
<b>18</b>	<b>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.</b>

**MARKING SCHEME**  
**Retail (Subject Code-801)**  
**(PAPER CODE : 325) (P3250801)**

Q.No.		SUGESSTED ANSWERS	Source Material (NCERT/ PSSCIVE /CBSE/Study Material)	MAR KS	UN IT	SES SIO N	PA GE NO.
		<b>SECTION – A</b> <b>Objective Type Questions</b> <b>(30 Marks)</b>					
<b>1.</b>		Answer <b>any 4</b> Out of the given <b>6</b> questions on Employability Skills <b>1</b> Mark each. <b>(4 Marks)</b>					
	<b>i</b>	(A) Clear [Step 1,1 mark]		<b>1</b>	<b>I</b>		<b>2</b>
	<b>ii</b>	(C) It Decreases one's chances of success [Step 1,1 mark]		<b>1</b>	<b>II</b>		<b>24</b>
	<b>iii</b>	It occurs when people are internally motivated to do something because it brings them pleasure. [Step 1,1 mark]		<b>1</b>	<b>II</b>		<b>24</b>
	<b>iv</b>	(D) Slides [Step 1,1 mark]		<b>1</b>	<b>III</b>		<b>71</b>
	<b>v</b>	(A) It is a non-economic activity		<b>1</b>	<b>IV</b>		<b>80</b>
	<b>vi</b>	Farmer Interest Groups [Step 1,1 mark]		<b>1</b>	<b>V</b>		<b>114</b>
<b>2.</b>		Answer <b>any 5</b> Out of the given <b>7</b> questions of <b>1</b> Mark each. <b>(5 Marks)</b>					
	<b>i</b>	Goodwill [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>I</b>	<b>IV</b>	<b>100</b>
	<b>ii</b>	Product [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>I</b>	<b>IV</b>	<b>100</b>
	<b>iii</b>	(a) Housekeepers [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>I</b>	<b>IV</b>	<b>91</b>
	<b>iv</b>	(d) Window display [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>I</b>	<b>I</b>	<b>48</b>
	<b>v</b>	(a) Priciest [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>I</b>	<b>I</b>	<b>48</b>

	<b>vi</b>	(d) both a and c [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>I</b>	<b>I</b>	<b>49</b>
	<b>vii</b>	(b) To create a visually appealing display [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>I</b>	<b>I</b>	<b>49</b>
<b>3.</b>		Answer <b>any 6</b> Out of the given <b>7</b> questions of <b>1</b> Mark each. <b>(6 Marks)</b>					
	<b>i</b>	(b) cash on delivery [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>II</b>	<b>I</b>	<b>106</b>
	<b>ii</b>	(a) Downloading [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>II</b>	<b>I</b>	<b>107</b>
	<b>iii</b>	(c) Entertainment (e.g. events, concerts) [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>II</b>	<b>I</b>	<b>107</b>
	<b>iv</b>	(c) 24/7 accessibility [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>II</b>	<b>I</b>	<b>108</b>
	<b>v</b>	(b) Electronic [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>II</b>	<b>II</b>	<b>120</b>
	<b>vi</b>	(a) RSS feed allow users to subscribe to the content feeds [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>II</b>	<b>I</b>	<b>115</b>
<b>4.</b>		Answer <b>any 5</b> Out of the given <b>6</b> questions of <b>1</b> Mark each. <b>(5 Marks)</b>					
	<b>i</b>	(a) Scanning, Receiving payments, Printing bills, Cash drawer [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>III</b>	<b>II</b>	<b>185</b>
	<b>ii</b>	(c) Christopher Sholes [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>III</b>	<b>I</b>	<b>184</b>
	<b>iii</b>	Electronic [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>III</b>	<b>I</b>	<b>183</b>
	<b>iv</b>	Bar code scanner [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>III</b>	<b>I</b>	<b>183</b>
	<b>v</b>	(c) Both (a) and (b) [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>III</b>	<b>I</b>	<b>181</b>

	<b>vi</b>	Display [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>III</b>	<b>III</b>	<b>188</b>
<b>5.</b>		Answer <b>any 5</b> Out of the given <b>6</b> questions of <b>1</b> Mark each. (5 Marks)					
	<b>i</b>	(d) Non-disclosure [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>IV</b>	<b>II</b>	<b>106</b>
	<b>ii</b>	(b) Does not record all events [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>IV</b>	<b>II</b>	<b>119</b>
	<b>iii</b>	(a) Current Assets [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>IV</b>	<b>IV</b>	<b>174</b>
	<b>iv</b>	(a) Customer satisfaction [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>IV</b>	<b>I</b>	<b>107</b>
	<b>v</b>	(a) Personal Accounts [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>IV</b>	<b>I</b>	<b>114</b>
	<b>vi</b>	(b) Management and employees [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>IV</b>	<b>I</b>	<b>115</b>
<b>6.</b>		Answer <b>any 5</b> Out of the given <b>6</b> questions of <b>1</b> Mark each. (5 Marks)					
	<b>i</b>	(c) To optimize inventory levels for business needs [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>V</b>	<b>I</b>	<b>186</b>
	<b>ii</b>	(a) To count and verify inventory quantities [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>V</b>	<b>III</b>	<b>195</b>
	<b>iii</b>	(a) FIFO (First-In-First-Out) [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>V</b>	<b>I</b>	<b>188</b>
	<b>iv</b>	(b) A digital tool to track inventory levels [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>V</b>	<b>II</b>	<b>190</b>
	<b>v</b>	(a) Inventory management [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>V</b>	<b>II</b>	<b>191</b>

	<b>vi</b>	(a) Stock Keeping Unit [Step 1,1 mark]	<b>CBSE Study material</b>	<b>1</b>	<b>V</b>	<b>I</b>	<b>188</b>
		<b>SECTION – B</b> <b>Subjective Type Questions</b> <b>(30 Marks)</b>					
		Answer <b>any 3</b> questions out of the given <b>5</b> questions on Employability Skills <b>2</b> Marks each.					
<b>7.</b>		Lack of communication skills can result in (i) confusion [Step 1, 0.5 mark] (ii) frustration [Step 2, 0.5 mark] (iii) Wasted effort [Step 3, 0.5 mark] (iv) missed opportunities [Step 4,0.5 mark]		<b>2</b> <b>(0.5</b> <b>each)</b>	<b>I</b>		<b>3</b>
<b>8.</b>		Some techniques are : (i) Set clear goals [Step 1,0.5mark] (ii) Prepare an action plan [Step 2,0.5 mark] (iii) Use the right resources and tools [Step 3,0.5 mark] (iv) Communicate with mentors and peers [Step 4,0.5 mark] (v) Make a calendry (vi) Work hard		<b>2</b> <b>Any</b> <b>four</b> <b>(0.5</b> <b>each)</b>	<b>II</b>		<b>28</b>
<b>9.</b>		Four advantages of presentation software. (i) Have interesting features like images, video, animation and music [Step 1,0.5mark] (ii) Easy to make changes [Step 2,0.5mark]  (iii) Can be shown to larger audience by projecting on screen [Step 3,0.5mark]  (iv) Can be printed and distributed [Step 4,0.5mark]		<b>2</b> <b>(0.5</b> <b>each)</b>	<b>III</b>		<b>63</b>
<b>10.</b>		(i) These are the entrepreneurs, who undertake business and trading activities and are not concerned with the manufacturing work. [Step 1,1 mark]		<b>2</b> <b>(1</b> <b>mark</b> <b>each)</b>	<b>IV</b>		<b>82</b>

		(ii) They identify the potential of a product in a market. [Step 2,1 mark]					
<b>11.</b>		<p>Green jobs in eco tourism is intended to provide an experience to visitors to understand the importance of :</p> <p>(i) Conserving resources[Step 1,0.5mark]</p> <p>(ii) Reducing waste [Step 2,0.5mark]</p> <p>(iii) Enhancing the natural environment [Step 3,0.5mark]</p> <p>(iv) Reducing pollution [Step 4,0.5mark]</p>		<b>2</b>  <b>(0.5 each)</b>	<b>V</b>		<b>116</b>
		Answer <b>any 3</b> questions out of the given <b>5</b> questions <b>2 Marks each.</b>					
<b>12.</b>		<p>(a) Maintaining existing equipment and facilities . [Step 1,1 mark]</p> <p>(b) Equipment and facilities inspections and services. . [Step 2,1 mark]</p> <p>(c) Equipment installations or alterations.</p> <p><b>[Any two]</b></p>	<b>CBSE Study material</b>	<b>Any 2</b>	<b>I</b>	<b>III</b>	<b>76</b>
<b>13.</b>		<p>credit card [Step 1,0.5mark]</p> <p>debit card [Step 2,0.5mark]</p> <p>cash [Step 3,0.5mark]</p> <p>Paytm or any similar modes [Step 4,0.5mark]</p> <p>[Any other relevant option]</p>	<b>CBSE Study material</b>	<b>2</b>	<b>III</b>	<b>II</b>	<b>186</b>
<b>14.</b>		Step 1: Scanning the Products [Step 1,0.5mark]	<b>CBSE Study material</b>	<b>2</b>	<b>III</b>	<b>II</b>	<b>185</b>

		The person standing at the POS system scan all the products with a bar code scanner to log the prices and qualities in their machine. [Step 2,1.5mark]					
<b>15.</b>		The responsibilities of a billing in-charge are: Timely Billing [Step 1, 1mark]  Billing Accuracy [Step 2, 1mark] <b>[ with explanation]</b>	<b>CBSE Study material</b>	<b>2</b>	<b>IV</b>	<b>I</b>	<b>107</b>
<b>16.</b>		To store and manage inventory [Step 1, 1mark] To receive and issue goods [Step 2, 1mark] To maintain accurate inventory records. <b>[Any two with explanation]</b>	<b>CBSE Study material</b>	<b>Any 2</b>	<b>V</b>	<b>I</b>	<b>186</b>
		Answer <b>any 2</b> questions out of the given <b>3</b> questions <b>3 Marks each</b>					
<b>17.</b>		Success Factors for E-retailing are: (1) Search Engine Optimization [Step 1, 1mark] (2) Site Management [Step 2, 1mark] (3) Marketing Promotions and Tools [Step 3, 1mark] (4) Shopping Cart (5) Content Managed Pages etc. <b>[Any 3 with explanations]</b>	<b>CBSE Study material</b>	<b>One mark each Any three</b>	<b>II</b>	<b>I</b>	<b>110</b>
<b>18.</b>		Attributes of E-marketing – (1) One-to-one approach [Step 1, 1mark] (2) Appeal to specific interests [Step 2, 1mark] (3) Geo targeting [Step 3, 1mark] (4) Different content by choice (5) Automated content <b>[Any 3 with explanations]</b>	<b>CBSE Study material</b>	<b>One mark each Any three</b>	<b>II</b>	<b>II</b>	<b>118</b>
<b>19.</b>		Magnetic stripe readers (MSR) are used to capture credit or debit card information to process sales. [Step 1, 1.5 marks]  An MSR component can be attached to the work station terminal to enable a customer to swipe a credit card at the time of payment. [Step 1, 1.5 marks]	<b>CBSE Study material</b>	<b>3</b>	<b>III</b>	<b>III</b>	<b>184</b>
		Answer <b>any 3</b> questions out of the given <b>5</b> questions of <b>4 Marks each</b> .					



20.	<p><b>General Responsibilities:</b></p> <p>A front desk supervisor hires and trains employees and is in charge of the front desk staff. [Step 1, 1mark]</p> <p>The supervisor is ultimately responsible for ensuring the happiness and satisfaction of the guests, including accurate billing services, swift and efficient registration services and fostering a convivial and professional atmosphere. [Step 2, 1mark]</p> <p><b>Daily Duties:</b> Supervisors are responsible for all aspects of record keeping, such as the work schedule for the staff, cash accounting for the front desk and paying vendors. [Step 3, 1mark]</p> <p>The supervisor also acts as the front office manager when the manager is not in the office. [Step 4, 1mark]</p>	<b>CBSE Study material</b>	<b>Any 4 One mark each</b>	<b>I</b>	<b>IV</b>	<b>89</b>
21.	<p>Product Placement [Step 1, 1mark]</p> <p>Signage and Displays [Step 2, 1mark]</p> <p>Packaging and Labelling [Step 3, 1mark]</p> <p>Promotions and Offers [Step 4, 1mark]</p> <p>Product Demonstrations</p> <p>Digital Signage</p> <p>POS Materials</p> <p>[Any four with explanations]</p>	<b>CBSE Study material</b>	<b>Any 4</b>	<b>III</b>	<b>III</b>	<b>187</b>
22.	<p>The features are: (Any four)</p> <p>(1) Retail billing deals with end customers and billing an individual customer. [Step 1, 1mark]</p> <p>(2) Retail billing always need to be 100% accurate. [Step 2, 1mark]</p> <p>(3) It can be handled by specialized billing systems like Convergys and Amdocs billing systems. [Step 3, 1mark]</p> <p>(4) It meets customer satisfaction and regulatory obligations. [Step 4, 1mark]</p> <p>(5) A billing is assumed to be successful as long as it is fulfilling the criteria of Timely billing and Billing accuracy.</p>	<b>CBSE Study material</b>	<b>Any 4</b>	<b>IV</b>	<b>I</b>	<b>107</b>
23.	<p>Verification count is the count of each fixture that can be compared to the detail counts recorded. [Step 1, 1mark]</p> <p>The purpose of conducting a verification count of inventory is-</p>	<b>CBSE Study material</b>	<b>113</b>	<b>V</b>	<b>III</b>	<b>193</b>

		<p>To ensure the accuracy of inventory records, [Step 2, 1mark]</p> <p>To identify any discrepancies or errors, [Step 3, 1mark]</p> <p>To make adjustments to the records to match the actual physical count. [Step 4, 1mark]</p>										
<b>24.</b>		Date	Particular	L F	Amount Dr.	Amount Cr.		<b>CBSE Study material</b>	<b>One mark each</b>	<b>IV</b>	<b>III</b>	<b>123</b>
		2022 Mar-1	Cash A/c Dr. To Capital A/c (Begin business with cash)		60,000	60,000						
		2022 Mar-2	Furniture A/c Dr. To Cash A/c (Purchased furniture for cash)		10,000	10,000						
		2022 Mar-4	Purchase A/c Dr. To Cash A/c (Purchased goods for cash)		25,000	25,000						
		2022 Mar-5	Purchase A/c Dr. To Kamlesh (Purchase goods from Kamlesh on credit)		15,000	15,000						
<b>Each entry 1 mark</b>												

[Step 1, 1mark]

[Step 2, 1mark]

[Step 3, 1mark]

[Step 4, 1mark]