

**Marking Scheme for Model Question Paper**  
**Subject-Retail** **Class 11<sup>th</sup> Level 3: -**

Ser No	Answer	Marks
1.	<p>Customer service is always going to be one of the top factors that impact how shoppers perceive a brand .It is the task of identifying and fulfilling a customer's needs in a friendly and helpful manner. Customer services include providing and delivering goods to customers and assistance before, during and after sales</p> <p>The 4Ps of customer service</p> <p>The features of good customer service or the 4Ps of customer service include:</p> <p><b>(a) Promptness:</b> A retailer should fulfill his/her promises by delivering products on time. There should be no delay in delivering the products or in case of cancellation.</p> <p><b>(b) Politeness:</b> Politeness here means putting the customers' needs before your own. It means consistently being welcoming, using their name, being respectful and interested in the customers.</p> <p><b>(c) Professionalism:</b> All customer interactions should be professional. A retailer should demonstrate competence, knowledge and expertise in the field, and should avoid demonstrating anxiety, frustration, fear or weakness.</p> <p><b>(d) Personalisation:</b> A retailer should personalize a customer's experience. Clients appreciate when a business owner remembers their name, preferences and unique needs. Personalisation should be incorporated wherever possible in service delivery. It makes the clients feel valued, and increases their loyalty and engagement towards the business.</p> <p style="text-align: center;">Or</p> <p>Difference Between Organized And Unorganized Retail</p> <ol style="list-style-type: none"> <li>1. In organized sector, the retail units are offer large variety of items through its retail outlets. However, in unorganized sector, very few items are offered for sale in the outlets.</li> <li>2. In organized sector, the quantity of the retail outlet is very large and stores layout and design are very attractive and comfortable to the customers. However, in unorganized sector, the quantity is very small and usually proper layout and design of the stores is not found.</li> <li>3. The number of the employees is very large in organized sector. However, in unorganized sector, the number of employees are considerably fewer in comparison with organized sector.</li> <li>4. In organized retailing, the capital requirement is very high and does not enjoy perpetual succession. In unorganized retailing, the capital requirement is very low, and the business enjoys perpetual succession.</li> <li>5. Organized sector covers those enterprises or places of work where the terms of employment are regular and people have assured work, whereas, the unorganized sector is characterized by small and scattered units which are largely outside the control of government.</li> <li>6. In organized sector, the business unit is run in corporate style. However, in unorganized sector, the business units are run as sole-trading or partnership units.</li> </ol>	5
2.	<p><b>Duties of CSA are :-</b></p> <ol style="list-style-type: none"> <li>1. He or she must have full information about the retail store and the products that are being sold.</li> <li>2. The CSA must follow the instructions given</li> </ol>	5

	<p>by the store manager or supervisor regarding the stock that is to be received from different manufacturers.</p> <p>3. The store manager or supervisor allocates the product sections to the CSA. The product sections in a retail store will be like vegetable section, housekeeping material section, stationery section, clothes section, etc.</p> <p>4. The CSA is responsible for the section allotted to him or her and must hold full record regarding the stock received from the manufacturers till the product is sold.</p> <p>5. The CSA must have complete knowledge about the product being allotted to him or her and must possess the skills to sell it to the customers.</p> <p>Or</p> <p><b>The 4Ps of customer service are:-</b></p> <p>The features of good customer service or the 4Ps of customer service include:</p> <p><b>(a) Promptness:</b> A retailer should fulfill his/her promises by delivering products on time. There should be no delay in delivering the products or in case of cancellation.</p> <p><b>(b) Politeness:</b> Politeness here means putting the customers' needs before your own. It means consistently being welcoming, using their name, being respectful and interested in the customers.</p> <p><b>(c) Professionalism:</b> All customer interactions should be professional. A retailer should demonstrate competence, knowledge and expertise in the field, and should avoid demonstrating anxiety, frustration, fear or weakness.</p> <p><b>(d) Personalisation:</b> A retailer should personalize a customer's experience. Clients appreciate when a business owner remembers their name, preferences and unique needs. Personalisation should be incorporated wherever possible in service delivery. It makes the clients feel valued, and increases their loyalty and engagement towards the business.</p>	
3.	<p>Department stores are large stores that sell a wide variety of products. They are divided into departments that focus on specific types of products. Department stores typically sell Apparel, Cosmetics, Jewelry, Kitchen products, Bath products, Electronics, Toys, Cleaning products, Home maintenance products, Sporting goods. i.e. D-Mart</p> <p>Or</p> <p><b>The various retail selling methods are as follows:-</b></p> <p><b>(a) Direct sales:</b> It refers to the direct personal demonstration and sale of products and services to the consumer. It consists of two business models, i.e., single-level marketing and multilevel marketing. A direct sale makes money by selling products directly to consumers.</p> <p><b>(b) Proforma sales:</b> The term 'proforma' is used to describe a document that provides as a courtesy or satisfies minimum requirement, conforms to a norm or decisive, tends to be performed as a formality. The proforma sale refers to sales quote which is prepared in the form of proforma invoice.</p>	5

	<p><b>(c) Agency-based:</b> It is a contractual arrangement, in which the agent has the right to negotiate on the sale of principle's goods and services. In exchange the agent gets a commission or fee. The various types of agents who are involved in agency-based sales are:</p> <ul style="list-style-type: none"> <li>• Sales agents</li> <li>• Sales outsourcing through direct branded representation</li> <li>• Transaction sales</li> <li>• Consultative sales</li> <li>• Consignment sales</li> <li>• Telemarketing or telesales</li> <li>• Retail sales</li> </ul> <p><b>(d) Travelling salesman:</b> They are a representative of a firm who visit shops and other businesses to show samples and gain orders. They are also called commercial traveller , door-to-door salesman or hawker.</p> <p><b>(e) Auction sale:</b> It is a public sale. Customers who are willing can participate in an auction. Goods are sold to the highest bidder, i.e., one who has quoted the highest price.</p> <p><b>(f) Business-to-business (B2B) sales:</b> It refers to <b>Notes</b> sales made by other businessman rather than an individual customer. An industrial or professional sale involves selling from one business to another.</p>	
4.	<p>Credit sales refer to sales that involve extending credit to the customer. The customer takes the product now and agrees to pay for it later. Credit sales are a type of trade credit. They create receivables, or money owed to the company from customers. Credit sales terms often require payment within one month of the invoice date but may also be for longer periods. The due amount may be collected in different forms, such as lump-sum payment, hire purchase system and instalment purchase system.</p> <p style="text-align: center;">Or</p> <p><b>Proforma sales:</b> The term 'proforma' is used to describe a document that provides as a courtesy or satisfies minimum requirement, conforms to a norm or decisive, tends to be performed as a formality. The proforma sale refers to sales quote which is prepared in the form of proforma invoice.</p>	3
5.	<p><b>Meaning of communication:-</b> Communication is a process that involves sending and receiving messages through the verbal and non-verbal methods. Communication is a two-way means of communicating information in the form of thoughts, opinions, and ideas between two or more individuals with the purpose of building an understanding.</p> <p style="text-align: center;">or</p> <p>The sales associate is required to be polite while dealing with an emotional and angry customer. The sales associate may keep the following in mind:</p> <p>(i) Apologise sincerely: "I am sorry" is a mandatory response in such situations. Make a personal apology to the customer, who has faced an ugly experience.</p> <p>(ii) Sympathise: Many a time, angry customers need to be empathized.</p> <p>(iii) Accept responsibility: The sales associate must accept responsibility for a customer's unhappiness. It does not make the sales associate 'at fault'.</p>	3

	(iv) Prepare to help: Fixing a problem by setting the things right is important. A sales associate places a replacement order for customers. Even if things are handled perfectly, some customer simply cannot calm down. In such a situation, the sales associate should try making the best effort	
6.	<b>Organised retailing:</b> It refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately-owned large retail businesses. It offers the customers more convenience, choice and control with an experience of comfort and speed.	3
7.	<b>Meet the competition:</b> When competitors are making sales on credit to customers, any business will need to do the same just to stay competitive. <b>• Increase in sales:</b> An increase in sales may or may not happen when one starts selling on credit. If your competitors are not offering credit terms, then you will gain sales by offering credit terms, because your customers will buy from you instead, of having to pay cash, of your competitors. <b>• Better customer loyalty:</b> Offering credit to customers indicates that you respect and trust them to pay before their due dates. Customers will reward these gestures of confidence by continuing to buy from you.	3
8.	The three techniques of closing the sale are as follows:- (a) Care must be taken about getting what the customer requires (b) If the customer needs information or has a query to be answered, the sales associate must provide the right information. (c) The customer determines what is needed and that the need is met in a right way.	3
9.	<b>Auction sale:</b> It is a public sale. Customers who are willing can participate in an auction. Goods are sold to the highest bidder, i.e., one who has quoted the highest price.	3
10.	<b>Supermarkets:</b> A supermarket is a self-service shop offering a wide variety of food and household products, organised into aisles. <b>Convenience stores:</b> These are small-sized stores located in residential areas. They are open for long hours and offer a limited line of convenience products like eggs, bread, milk, vegetables, etc. Or <b>Repeat customers:</b> The basic reason for companies to rearrange products is to give their stores a fresh look. This keeps current customers come back to the store. Rearrangement of products displays more products to the customer, so that they visit again, and simultaneously sales volume increases.	2
11.	The components of plan are the elemental perspectives of any visual display which incorporate shape, color, light, texture, and dimensions. Realistic architects use the components of plan to make a picture that can pass on a certain disposition, draw the eye in a certain heading, or inspire a number of sentiments. Or Point-of-sale display material: These are the materials provided by vendors for placing products the customers often buy. It includes special fixtures, such as paperback publisher racks, dry battery stand and cold drink racks, etc. The other point of-sale display includes display sign, leaflets demonstration, etc.	2
12.	Retail is a business deal in which the seller sells small quantities of goods to the	2

	customers as per their needs. A retail store is a retail business enterprise which primarily deals with sales volume in retailing. In easy terms, the function of retailing is to sell products to final consumers by an individual or a firm.	
13.	Retail Sales Associate	2
14.	Business to Business	2
15.	A small piece of paper, fabric, plastic, or similar material attached to an object and giving information about it.	2
16.	True	1
17.	True	1
18.	True	1
19.	a)Consumer	1
20.	a)Salesman	1
21.	a)Endusers	1
22.	b)Learned ability	1
23.	Credit sales	1
24.	EDI	1
25.	Salesman	
26.	Retailer	1
27.	Mobile and Social Sector	1
28.	A green job is any job or self-employment that genuinely contributes to a more sustainable world.	1
29.	A manufacturing business is defined as a business that uses components, additional parts, or raw materials to make a finished good.	1
30.	Teamwork refers to the process of working with people to achieve predetermine objective.	1