

**Marking Scheme for Model Question Paper**  
**Subject-Retail Class 12<sup>th</sup> Level 4: -**

Ser No	Answer	Marks
1.	<p>Qualities of successful entrepreneur are :-</p> <ol style="list-style-type: none"> <li>a. Strong leadership qualities.</li> <li>b. Leaders are born, not made.</li> <li>c. Highly self-motivated.</li> <li>d. Strong sense of basic ethics and integrity.</li> <li>e. Willingness to fail.</li> <li>f. Serial innovators.</li> <li>g. Know what you don't know.</li> <li>h. Competitive spirit.</li> <li>i. Understand the value of a strong peer network.</li> </ol> <p style="text-align: center;">Or</p> <p>Teamwork is defined as the willingness of the group of people to work together to achieve a common goal in the organization. It gives the impression that store employees work like family and effective teamwork results to achieve organizational goals. In any organization team work plays an important role to improve the employee performance.</p>	5
2.	<p>An organizational structure is a system that outlines how certain activities are directed in order to achieve the goals of an organization. These activities can include rules, roles, and responsibilities. The organizational structure also determines how information flows between levels within the company. For example, in a centralized structure, decisions flow from the top down, while in a decentralized structure, decision-making power is distributed among various levels of the organization. Having an organizational structure in place allows companies to remain efficient and focused.</p> <p>Types of Organizational Structures</p> <ol style="list-style-type: none"> <li>1. Functional Structure</li> <li>2. Divisional or Multidivisional Structure</li> <li>3. Team-Based</li> <li>4. Flat Structure</li> <li>5. Matrix Structure</li> <li>6. Circular Structure</li> <li>7. Network Structure</li> </ol> <p style="text-align: center;">Or</p> <p>Loading and unloading means the services of loading or unloading cargo between any point or place of rest on a terminal or wharf, and trucks, railcars, or any other type of land transportation and barges. It is extremely crucial to any supply chain and can make a big impact if done incorrectly. Loading and unloading time depends on some factors, i.e ship size, limitation of equipment and stacking yard, a shallow port basin, tidal period and tidal magnitude.</p>	5
3.	<p>Seven Principles of Supply Chain Management are:-</p> <ol style="list-style-type: none"> <li>1.Improve inventory visibility.</li> <li>2.Manage supply and demand as a flow.</li> <li>3.Adopt a fast, flexible pipeline planning system.</li> </ol>	5

	<p>4. Use real-time analytics to measure volatility of demand.  5. Improve forecasting models.  6. Diversify suppliers.  7. Create new distribution networks &amp; channels.</p> <p style="text-align: center;">Or</p> <p>Meanings of Accidents:-  An undesirable or unfortunate happening that occurs unintentionally and usually results in harm, injury, damage, or loss.  Meaning of emergencies:- Emergencies refer to a dangerous or serious situation, like an accident, that happens and needs immediate action. An accident may lead to emergencies. A retailer is expected to take remedial steps in emergency conditions.  Slips, trips, falls are very common accident and emergencies in retail stores. Sometimes musculoskeletal injuries also happened.  Wet floors :- Most slips happen on wet or dirty floors. Ensure cleaning happens at the right time and is carried out in the correct manner, using the right products and equipment for the job. Ensure wet floors signs are always used.</p>	
4.	<p>Inventory is the raw materials used to produce goods as well as the goods that are available for sale. It is classified as a current asset on a company's balance sheet.  The three types of inventory includes raw materials, work-in-progress, and finished goods.</p> <p style="text-align: center;">Or</p> <p><b>Lead management:</b> Lead Management is the process of acquiring and managing leads (potential customers) until the point where they make a purchase. This is a more involved process than standard advertising, and is most applicable to ecommerce stores that generate individual relationships with customers.</p>	3
5.	<p>A crucial part of the retail store cleaning process is clearing the floors of any mess they have accumulated from the day before. The floors should be vacuumed with any products or furniture being moved in the process to get at the whole surface.  Housekeeping also includes housecleaning, that is disposing of rubbish, cleaning dirty surfaces, dusting, and vacuuming. It may also involve some outdoor chores, washing windows, and sweeping doormats.</p> <p style="text-align: center;">Or</p> <p><b>Customer Relationship Management (CRM):</b> The market has witnessed dramatic change in the matter of customer especially characterized by individual customer expectations coupled with aggressive participation in the buying process in recent modern business environment. Many retailers who serve this customer have to meet their changing needs and develop continuous contacts with them for the loyalty and retention of the customers hence, the customer relationship management (CRM) emerged which provide a dynamic retail environment and paves the way for high customer contact, service and relation with an aim of building long term relationship with them.</p>	3
6.	<p>Globally, credit and debit cards and digital wallets are the most popular ecommerce payment methods, but other payment methods, like bank transfers and cash on delivery (COD), remain popular in certain regions. The use of mobile payments is also growing, particularly in markets with high smartphone penetration.  Cash, a gift card, credit cards, prepaid cards, debit cards, mobile payments etc. are some methods of payment in E-Retailing.</p>	3
7.	<p>Active listening is a key communication skill that involves absorbing the information someone shares with you, and reflecting back through</p>	3

	<p>questions and your body language that you heard them.</p> <p>Negotiation skills are active listening and effective communication. It is a discussion between two or more people or parties reaching an agreement.</p> <p>Active listening is being fully engaged while another person is talking to you. It is listening with the intent to understand the other person fully, rather than listening to respond.</p>	
8.	<p>Companies can better understand their customers and make strategic business decisions that lead to increased sales and profits. Consumer behavior research helps companies identify customers' needs, preferences, and motivations that drive their purchasing decisions.</p> <p>Here are some importance of study consumer behaviour :-</p> <ol style="list-style-type: none"> <li>1. Achievement of goals.</li> <li>2. Useful for retailers and sales executive.</li> <li>3. Predicting market trend.</li> <li>4. Help in retention of consumers.</li> <li>5. Developing new product.</li> </ol>	3
9.	<p>Accounting is a process of identifying the events of financial nature, recording them in the journal, classifying in their respective accounts and summarising them in profit and loss account and balance sheet and communicating results to users of such information.</p> <p>Objectives of Accounting:</p> <ol style="list-style-type: none"> <li>1. Recording business transactions systematically.</li> <li>2. Determining profit earned or loss incurred.</li> <li>3. Ascertaining financial position of the firm.</li> <li>4. Assisting management.</li> <li>5. Assessing the progress of the business.</li> </ol>	3
10.	<p>The Security Associate periodically patrols related areas examining doors, windows, and gates to ensure that they are properly secured. Responsible for the security and order of buildings, grounds or other work sites. Being a Security Associate typically reports to a supervisor or manager.</p> <p>Or</p> <p>Feedbackify is a website widget to receive feedback from website visitors. Retailer can create its personalized form, copy and paste code into its site's HTML then start receiving feedback. It is again a paid service.</p>	2
11.	<p>Customer retention refers to a company's ability to turn customers into repeat buyers and prevent them from switching to a competitor. It indicates whether your product and the quality of your service please your existing customers.</p> <p>Or</p> <p>An employee's dress code essential not discriminatory in admiration of age, disability, sex reassignment, religious conviction or belief, sex, or sexual orientation.</p>	2
12.	Electronic Customer Relationship Management	2
13.	Store operation Assistant	2
14.	Human Resource Management	2
15.	<p>Retail sales supervisors perform some or all of the following duties:</p> <ol style="list-style-type: none"> <li>1. Supervise and co-ordinate sales staff and cashiers.</li> <li>2. Assign sales workers to duties and prepare work schedules.</li> <li>3. Authorize payments by cheque and the return of merchandise.</li> <li>4. Sell merchandise to customers.</li> </ol>	2
16.	The full form of LIFO is Last In First Out. LIFO is one of the methods of processing data. LIFO works on the principle that the items that entered the last are the first to be removed.	1
17.	Digital marketing, also called online marketing, is the promotion of brands	1

	to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.	
18.	Telemarketing is the direct marketing of goods or services to potential customers over the telephone, internet, or fax. Telemarketing may either be carried out by telemarketers or increasingly by automated telephone calls or "robocalls.	1
19.	c)Telephone	1
20.	a)Retains	1
21.	c)Customer	1
22.	d)All of these	1
23.	c)Customers	1
24.	c)Feedbackify	1
25.	True	
26.	True	1
27.	True	1
28.	Data	1
29.	Very	1
30.	Best	1