



BOARD OF SCHOOL EDUCATION HARYANA

Syllabus and Chapter wise division of Marks (2023-24)

Class- 11th

Subject: Retail

Code: RET 932

General Instructions:

1. There will be an Annual Examination based on the entire syllabus.
2. The Annual Examination will be of 60/2=30 marks, Practical Examination will be of 50 marks and 20 marks weightage shall be for Internal Assessment.
3. For Practical Examination:
 - i) Two experiments of 10 marks each.
 - ii) One activity of 15 marks.
 - iii) Practical record of 10 marks.
 - iv) Viva-voce of 15 marks.
4. For Internal Assessment:

There will be Periodic Assessment that would include:

- i) For 6 marks- Three SAT exams will be conducted and will have a weightage of 06 marks towards the final Internal Assessment.
- ii) For 2 marks- One half yearly exam will be conducted and will have a weightage of 02 marks towards the final Internal Assessment.
- iii) For 2 marks- Subject teacher will assess and give maximum 02 marks for CRP (Class room participation).
- iv) For 5 marks- A project work to be done by students and will have a weightage of 05 marks towards the final Internal Assessment.
- v) For 5 marks- Attendance of student will be awarded 05 marks as:

75% to 80%	- 01 marks
Above 80% to 85%	- 02 marks
Above 85% to 90%	- 03 marks
Above 90% to 95%	- 04 marks
Above 95%	- 05marks



Course Structure (2023-24)

Class- 11th

Subject: Retail

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Unit. No.	Unit Name	Unit Marks
1	Fundamentals of Retailing	10
2	Process of Credit Application	10
3	Mechanism for Customers to Choose Right Products	12
4	Specialist Support to Customers.	10
5	Health and Safety Management	08
	Employability Skill	
1	Unit 1: Communication Skills	2
2	Unit 2: Self-management Skills	2
3	Unit 3: Information and Communication Technology Skills	2
4	Unit 4: Entrepreneurial Skills –	2
5	Unit 5: Green Skills	2
	Total	60/2=30
	Practical Examination	50
	Internal Assessment	20
	Grand Total	100



Vocational Retail Subject Book:

Unit 1: Fundamentals of Retailing.

- Session 1: Basics of Retailing.
- Session 2: Sales Associate Services to Customers.
- Session 3: Skills for Handling Retail Business.
- Session 4: Duties and Responsibilities of a Sales Associate.

Unit 2: Process of Credit Application.

- Session 1: Features and Conditions for Credit Sales
- Session 2: Credit Checks and Getting Authorisation
- Session 3: Processing Credit Requisitions.
- Session 4: Techniques for determining Creditworthiness

Unit 3: Mechanism for Customers to Choose Right Products.

- Session 1: Methods of Selling.
- Session 2: Sales Promotional Activities.
- Session 3: Responding to Questions and Comments.
- Session 4: Techniques of Closing a Sale.

Unit 4: Specialist Support to Customers.

- Session 1: Providing Product Information.
- Session 2: Techniques to Encourage Customers to Buy Products.
- Session 3: Personalised Customer Service.
- Session 4: Post-sales Service Support.

Unit 5: Health and Safety Management.

- Session 1: Health and Safety Requirements.
- Session 2: Equipment and Material.
- Session 3: Dealing with Accidents and Emergencies.
- Session 4: Reporting Accidents and Emergencies Revision.



Employability Skill Book:

Unit 1: Communication Skills

- **Session 1:** Demonstrate Knowledge of Various Methods of Communication.
- **Session 2:** Identify Specific Communication Styles.
- **Session 3:** Demonstrate Basic Writing Skill.

Unit 2: Self-management Skills

- **Session 1:** Demonstrate Impressive Appearance and Grooming.
- **Session 2:** Demonstrate Team Work Skills.
- **Session 3:** Apply time Management Strategies and Techniques.

Unit 3: Information and Communication Technology Skills

- **Session 1:** Create a Document on Word Processor.
- **Session 2:** Edit, Save and Print a Document in Word Processor.

Unit 4: Entrepreneurship Skills

- **Session 1:** Describe the Significance of Entrepreneurial Values and Attitude.
- **Session 2:** Demonstrate the Knowledge of Attitudinal Changes Required to Become an Entrepreneur.

Unit 5: Green Skills

- **Session 1:** Describe Importance of Main Sector of Green Economy.
- **Session 2:** Describe the Major Green Sectors/Areas and the Role of Various Stake holder in Green Economy.



Monthwise NSQF Syllabus Teaching Plan (2023-24)

Class- 11th

Subject: Retail

Code: RET 932

Month	Subject- Content	Teaching Periods	Revision Periods	Practical Work
April	<p><u>Vocational Skill:</u> - Class Admission and Class Readiness Programme Activities.</p> <p><u>Employability Skill:</u> - Motivation and Introduction to NSQF Subjects.</p>	10		12
May	<p><u>Vocational Skill.</u></p> <p><u>Unit 1: Fundamentals of Retailing.</u> Session 1: Basics of Retailing.</p> <p><u>Employability Skill.</u></p> <p><u>Unit 1: Communication Skills</u> Session 1: Demonstrate Knowledge of Various Methods of Communication. Session 2: Identify Specific Communication Styles.</p>	12	5	4
June	Summer Vacation	Summer Vacation		
July	<p><u>Vocational Skill.</u></p> <p><u>Unit 1: Fundamentals of Retailing.</u> Session 2: Sales Associate Services to Customers. Session 3: Skills for Handling Retail Business. Session 4: Duties and Responsibilities of a Sales Associate.</p> <p><u>Employability Skill.</u></p> <p><u>Unit 1: Communication Skills</u> Session 3: Demonstrate Basic Writing Skill.</p>	11	5	5
August	<p><u>Vocational Skill.</u></p> <p><u>Unit 2: Process of Credit Application.</u> Session 1: Features and Conditions for Credit Sales Session 2: Credit Checks and Getting Authorisation Session 3: Processing Credit Requisitions</p> <p><u>Employability Skill.</u></p> <p><u>Unit 2: Self-management Skills</u> Session 1: Demonstrate Impressive Appearance and Grooming. Session 2: Demonstrate Team Work Skills.</p>	12	5	4



September	<p><u>Vocational Skill.</u> <u>Unit 2: Process of Credit Application.</u> Session 4: Techniques for determining Creditworthiness. <u>Unit 3: Mechanism for Customers to Choose Right Products.</u> Session 1: Methods of Selling. Session 2: Sales Promotional Activities. <u>Employability Skill.</u> <u>Unit 2: Self-management Skills</u> Session 3: Apply time Management Strategies and Techniques.</p>	5	11	
October	<p><u>Vocational Skill.</u> <u>Unit 3: Mechanism for Customers to Choose Right Products.</u> Session 3: Responding to Questions and Comments. Session 4: Techniques of Closing a Sale. <u>Unit 4: Specialist Support to Customers.</u> Session 1: Providing Product Information. Session 2: Techniques to Encourage Customers to Buy Products. <u>Employability Skill.</u> <u>Unit 3: Information and Communication Technology Skills.</u> Session 1: Create a Document on Word Processor. Session 2: Edit, Save and Print a Document in Word Processor..</p>	11	6	4
November	<p><u>Vocational Skill.</u> <u>Unit 4: Specialist Support to Customers.</u> Session 3: Personalised Customer Service. Session 4: Post-sales Service Support. <u>Employability Skill.</u> <u>Unit 4: Entrepreneurship Skills</u> Session 1: Describe the Significance of Entrepreneurial Values and Attitude. Session 2: Demonstrate the Knowledge of Attitudinal Changes Required to Become an Entrepreneur.</p>	10	7	4
December	<p><u>Vocational Skill.</u> <u>Unit 5: Health and Safety Management.</u> Session 1: Health and Safety Requirements. Session 2: Equipment and Material <u>Employability Skill.</u> <u>Unit 5: Green Skills</u> Session 1: Describe Importance of Main Sector of Green Economy.</p>	10	7	4



January	<u>Vocational Skill.</u> <u>Unit 5: Health and Safety Management.</u> Session 3: Dealing with Accidents and Emergencies. Session 4: Reporting Accidents and Emergencies Revision. <u>Employability Skill.</u> <u>Unit 5: Green Skills</u> Session 2: Describe the Major Green Sectors/Areas and the Role of Various Stake holder in Green Economy.	8	7	
February	<u>Vocational Skill.</u> Revision of Complete Syllabus.		11	
March	Annual Examination			

Note:

- **Subject Teachers are advised to direct the students to prepare notebook of the Terminology/Definitional Words used in the chapters for enhancement of vocabulary or clarity of the concept.**
- **The NCERT textbook present information in boxes the book. These help students to get conceptual clarity. However, the information in these boxes would not be assessed in the year-end examination.**



NSQF Question Paper Design(2023-24)

Class- 11th

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Time 2 Hours 30 Minutes

Competencies	Total
Knowledge	40%
Understanding	30%
Application	20%
Skill	10%
	100%

Type of Question	Marks	Number	Description	Total Marks
Objective Questions	1	15	6 Multiple Choice Questions, 3 Fill in the Blanks Questions, 3 One Word Answer Type Questions, 3 Assertion-Reason Questions	15
Very Short Answer Type Question	2	6	Internal choice will be given in any 2 questions	12
Short Answer Type Question	3	6	Internal choice will be given in any 2 questions	18
Essay Answer Type Question	5	3	Internal options will be given in all the questions	15
Total		30		60