



BOARD OF SCHOOL EDUCATION HARYANA

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

Class- 12th

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% to -	- 05 Marks



Course Structure (2023-24)

Class- 12th

Subject: Retail

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Unit. No.	Unit Name	Unit Marks
1	Resolve Customer Concerns.	10
2	Delivery of Reliable Service.	12
3	Customer Relationship Management.	10
4	Continuous Improvement in Service.	10
5	Work in Team & Organisation.	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: Resolve Customer Concerns.

- Session 1: Identifying and listening to customers' problems.
- Session 2: Organizational procedures to deal with customer problems.
- Session 3: Negotiate to reassure customers.
- Session 4: Handling repeated customer`s problems.

Unit 2: Delivery of Reliable Service.

- Session 1: Procedure and systems for delivering customer service.
- Session 2: Review and maintain customer service delivery.
- Session 3: Recording of customer service information.
- Session 4: Legal requirements for storage of data.

Unit 3: Customer Relationship Management.

- Session 1: Introduction to Customer Relationship Management (CRM).
- Session 2: Balance the need of customer and organization.
- Session 3: Customer expectations to develop relationship.
- Session 4: Effective Communication.

Unit 4: Continuous Improvement in Service.

- Session 1: Improvements in customer service.
- Session 2: Mechanism for implementation of changes.
- Session 3: Promote continuous improvement.
- Session 4: Improving changes in service counter.

Unit 5: Work in Team & Organisation.

- Session 1: Organization standards for appearance and behaviour.
- Session 2: Support teamwork.
- Session 3: Work effectively in Retail organization.
- Session 4: Team Aims and Targets.



Employability Skill Book:

Unit 1: Communication Skills.

- Session: 1 Describe the Steps to Active Listening Skills.
- Session: 2 Demonstrate Basic Writing Skills.

Unit 2: Self-management Skills.

- Session : 1 Describe the Various Factors Influencing Self-Motivation.
- Session : 2 Describe the Basic Personality Traits, Types and Disorders.

Unit 3: Information and Communication Technology Skills.

- Session: 1 Perform Tabulation Using Spreadsheet Application.
- Session : 2 Prepare Presentation Using Presentation Application.

Unit 4: Entrepreneurial Skills.

- Session : 1 Identify the General and Entrepreneurial Behavioural Competencies
- Session: 2 demonstrate the Knowledge of self-Assessment of Behavioural Competencies

Unit 5: Green Skills.

- Session: 1 Identify the Role and Importance of Green Jobs in Different Sectors .



Monthwise NSQF Syllabus Teaching Plan (2023-24)

Class- 12th

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>Unit 1: Resolve Customer Concerns. Session 1: Identifying and listening to customers' problems. Session 2: Organizational procedures to deal with customer problems.</p> <p><u>Employability Skill:</u> - Motivation and Introduction to NSQF Subjects.</p>	10		12
May	<p><u>Vocational Skill.</u> Unit 1: Resolve Customer Concerns. Session 3: Negotiate to reassure customers. Session 4: Handling repeated customer `s Problems.</p> <p><u>Employability Skill.</u> Unit 1: Communication Skills Session 1 : Describe the Steps to Active Listening Skills Session 2: Demonstrate Basic Writing Skills</p>	12	5	4
June	Summer Vacation			
July	<p><u>Vocational Skill.</u> Unit 2: Delivery of Reliable Service. Session 1: Procedure and systems for delivering customer service. Session 2: Review and maintain customer service delivery.</p> <p><u>Employability Skill.</u> Unit 2: Self-management Skills Session 1: Describe the Various Factors Influencing Self-Motivation.</p>	11	5	5



<p>August</p>	<p><u>Vocational Skill.</u> Unit 2: Delivery of Reliable Service. Session 3: Recording of customer service information. Session 4: Legal requirements for storage of data. <u>Employability Skill.</u> Unit 2: Self-management Skills Session :2 Describe the Basic Personality Traits, Types and Disorders</p>	<p>12</p>	<p>5</p>	<p>4</p>
<p>September</p>	<p><u>Vocational Skill.</u> Unit3: Customer Relationship Management. Session 1: Introduction to Customer Relationship Management (CRM). Session 2: Balance the need of customer and organization. <u>Employability Skill.</u> Unit 3: Information and Communication Technology Skills Session : 1 Perform Tabulation Using Spreadsheet Application</p>	<p>5</p>	<p>11</p>	
<p>October</p>	<p><u>Vocational Skill.</u> Unit3: Customer Relationship Management. Session 3: Customer expectations to develop relationship. Session 4: Effective Communication. <u>Employability Skill.</u> Unit 3: Information and Communication Technology Skills Session : 2 Prepare Presentation Using Presentation Application</p>	<p>11</p>	<p>6</p>	<p>4</p>



November	<p><u>Vocational Skill.</u> Unit 4: Continuous Improvement in Service. Session 1: Improvements in customer service. Session 2: Mechanism for implementation of changes.</p> <p><u>Employability Skill.</u> Unit 4: Entrepreneurial Skills Session : 1 Identify the General and Entrepreneurial Behavioral Competencies</p>	10	7	4
December	<p><u>Vocational Skill.</u> Unit 4: Continuous Improvement in Service. Session 3: Promote continuous improvement. Session 4: Improving changes in service counter.</p> <p><u>Employability Skill.</u> Unit 4: Entrepreneurial Skills of Behavioural Competencies. Session 2: Demonstrate the Knowledge of self-Assessment</p>	10	7	4
January	<p><u>Vocational Skill.</u> Unit 5: Work in Team & Organisation Session 1: Organization standards for appearance and behaviour. Session 2: Support teamwork. Session 3: Work effectively in Retail organization. Session 4: Team Aims and Targets.</p> <p><u>Employability Skill.</u> Unit 5: Green Skills Session 1: Identify the Role and Importance of Green Jobs in Different Sectors .</p>	8	7	
February	<p><u>Vocational Skill.</u> Revision of Complete Syllabus..</p>		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- 12th

Subject: Retail

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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