

Marking Scheme for Model Question Paper
Subject-Retail Class 10th Level 2: -

Ser No	Answer	Marks
1.	<p>1.Regular Cleaning: Ensure regular cleaning and sanitizing of all areas, especially high-touch surfaces like shopping carts, basket handles, and checkout areas.</p> <p>2.Staff Training: Train your staff on hygiene practices and the importance of regular hand washing, especially those handling food items.</p> <p>3.Restroom Hygiene: Maintain clean restrooms equipped with automatic soap dispensers, faucets, and hand dryers to reduce cross-contamination.</p> <p>4.Food Safety: Follow strict food safety standards in areas like the deli, bakery, and butcher counters. Ensure frequent hand washing and use of gloves by staff handling food.</p> <p>5.Sanitizing Stations: Set up sanitizing stations at the entrance, exit, and strategic points within the supermarket for customers to clean their hands and shopping carts. These includes automatic flush systems, soap dispensers, faucets, and air hand dryers or paper towel dispenser</p> <p>6.Ventilation: Ensure good ventilation throughout the supermarket to maintain air quality.</p> <p style="text-align: center;">Or</p> <p>1. Follow active listening The first and foremost thing is to listen patiently to your customers, especially when they are angry.</p> <p>2. Offer real time support .</p> <p>3. Be empathetic to build a good rapport .</p> <p>4. Never take things personally .</p> <p>5. Identify the root cause of the problem .</p> <p>6. Acknowledge & take actions quickly .</p> <p>7. Apologize when needed .</p> <p>8. Seek customer feedback .</p> <p>Shrinkage: It is distinction between book-inventory and physical-inventory due documenting mistakes, or because of pilferage, spoilage, shoplifting, robbery, etc.</p>	5
2.	<p>The Problems associated with Retail Transport are given below:</p> <p>(1)Natural disasters</p> <p>(2)Labor strike and shortages</p> <p>(3)Terrorism</p> <p>(4)Heightened supply chain security.</p> <p>(5)Increasing costs</p> <p>(6) Inventory just in time to just in case.</p> <p>(7)Congestion.</p> <p>(8)Maintaining supply chain efficiency in case of increasing risk and unpredictability.</p> <p>(9)Infrastructure blocking in a worst condition by unforeseen or uncontrollable events.</p> <p>In order to solve a transportation issue, it is essential and sufficient that total demand and total supply are equal.</p> <p>Or</p> <p>1. Firstly Think About Group: Every individual should think of his group first and his individual passions should take a back burner. Do not mix individual problems with professional life. Keep them individual.</p> <p>2. Never Ignore Group Member: Do not ignore any of the associates, instead perform together and pay attention as well. Never try to encourage your thoughts on any</p>	5

	<p>participant. Prevent de-motivating any group participant.</p> <p>3. Discussion: Before applying any new idea, it must be mentioned with each participant on a system. Never ever, consult with anyone independently as the other person seems missed and not wanting to execute and play a role to the group.</p> <p>4. Avoid Criticism: Stay away from critique and making fun of associates. Help each other and be an excellent team gamer. Be the first one to crack the ice and always build a not so formal atmosphere. Prevent negative thoughts within the group.</p> <p>5. Maintaining Transparency: The interaction must perform, magnificent and accurate so that every group member gets a common image. Efficient interaction also nullifies uncertainty and confusions. Confusions cause to disputes and individuals spend their energy and time in battling rather than working</p>	
3.	<p>In retail, the transportation facility has brought the manufacturer closer to the retailer and to the customers. The main reason of fast growth of retail sector is the availability of the fast and efficient mode of transport.</p> <p>MODES OF TRANSPORT Mainly there are three modes of transportation: -</p> <ol style="list-style-type: none"> 1. Surface Transport: Railways and Roadways 2. Water Transport: Ships and Boats 3. Air Transport: Flights, Helicopters' etc. <p>Or</p> <p>HELP OTHER COLLEAGUES</p> <p>The relationship between the colleagues plays important role and help each other by following ways:</p> <p>a. Giving Relevant Information</p> <p>Retail abilities are those associated with selling items to customers. Retail abilities required for number of retail shop jobs, such as cashier, product salesperson, retail shop affiliate, retail shop customer, retail shop administrator, retail shop, product sales, merchandiser, shop administrator, customer, and more.</p> <p>b. Offer guidance in difficulties</p> <p>Due to the rapid adopting of new technologies, today's buyer is motivated to be "always connected" and traditional ways of buying have been totally changed in the past few years.</p> <p>c. Give clear and precise information</p> <p>Many advantages to having precise details about your inventory levels such as improved client support and performance in your function, with employee's who always know exactly what inventory is available & where.</p> <ul style="list-style-type: none"> • Provide precise reporting which ensures retailer book keeping is up to now and they are always aware of their profit margin. <p>d. Demonstrate the procedure</p> <p>Standard operating process is a document that guides the day-to-day actions of retail shop outlet to ensure that organization actions are performed in a consistent, foreseeable way and nothing is left to chance.</p> <p>Demonstrate Value: The main hurdle to a quick selling is cost without value. Customers frequently hesitate at the price of products if it is not properly provided.</p> <p>e. Encourage co-worker to ask questions</p> <p>We have incorrectly discovered to quit asking concerns, even though it is crucial key to get information.</p> <p>f. Practice new abilities and beneficial feedback</p> <p>Make store reviews have impact; it should get by way and approach customer to offer performance reviews.</p>	5
4.	<p>Material Handling Activities</p> <p>Primary objective of material handling in retail store or is to sort out goods according to customer requirements. There are three handling</p>	3

	<p>activities - receiving, in-store handling and shipping.</p> <p>(a) Receiving: When material reaches the retail store warehouse, it is received by the receiving assistant. The basic duty of the receiving assistant is unloading the goods from the truck or transportation vehicle. The unloading is usually done manually or by required equipment's.</p> <p>(b) In-store handling: There are various methods of materials handling. Manual handling is processes of carrying and moving material. The materials handling must be done with the proper equipment by experienced and trained staff.</p> <p>(c) Shopping: When customer enter into retail store, store operations assistant offer him/her a shopping bag, basket or trolley for picking the goods from store and carry for billing.</p> <p style="text-align: center;">Or</p> <p>Retail operations refers to the work of individual(s) to keep store functioning. This includes retail sales representatives and supervisors in all type of shops, such as small retail store with only a few assistant and large retailers with more numbers of employees.</p>	
5.	<p>Following are the delivery procedures for delivery of items in case of Store Shopping:</p> <p>The delivery procedure to be adopted by the retailer in case of physically purchase from retail store is as follows:</p> <ol style="list-style-type: none"> 1. Once customer takes his /her purchase decision, he/she bought the goods from retail store. 2. After customer purchases the product, retail store operations assistant gets the items packed. 3. Once the goods packed, delivery executive get the customer details for delivering the goods at given address. 4. He also makes sure fuel is enough for going at customer address to delivers the goods. 5. Deliver the goods safely and securely. 6. Deliver products at the time of agreed with the customer. 	3
6.	<p>GUIDELINES AND INSTRUCTION FOR LIFTING AND HANDLING EQUIPMENTS :-</p> <p>The retailer should use manual guidelines and instructions for lifting and handling equipment. Each and very lifting and handling equipment operatedifferently. The advantages of lifting and handling equipment as per manufacturer guidelines and instructions:</p> <ol style="list-style-type: none"> 1. Smooth functioning of equipment 2. Easy to fix problems 3. Better way of working 4. Less manual handling 5. Good housekeeping 6. Reduced chance of accidents <p>The company shall ensure that lifting equipment offered use at jobs is secure, i.e. that it is:</p> <ol style="list-style-type: none"> 1. Sufficiently strong, constant and appropriate for the suggested use. In the same way, the burden and anything-attached (e.g. wood pallets, lifting points) must be suitable. 2. Positioned or installed to avoid the danger of harm, e.g. from the devices or the burden falling or stunning people. 3. Visibly noticeable with any appropriate details to be taken into consideration its secure use, e.g. secure operating plenty. Accessories, e.g. slings, clamps etc., should be similarly marked. 4. Where products are used for raising individuals it is 	3

	noticeable accordingly, and it should be secure for such 4. purpose, e.g. all necessary safety measures have been taken to remove or reduce any threat.	
7.	There are many ways to identify the potential accidents and emergencies. Every retailer should have an idea about from where the accidents take place and in which conditions emergencies occurred. These are as follows as:- <ol style="list-style-type: none"> 1. Fire 2. Air Quality 3. Visual Inspection of Premises 4. Natural Disasters 5. Crime 6. Lighting 7. Employee Training 	3
8.	The distinction between health and hygiene is that health is the condition of being free from physical or psychological, illness, or malfunction; wellness while hygiene is the science of health, its promotion and preservation.	3
9.	The success of retail store depends on effective teamwork. There are various factors includes in effective team like share of work fairly with colleagues. Every retailer should make realistic commitments, which can be achieved by retail store employees. a. Share Work: Every retailer should share the work fairly with colleagues as per the performance of employees, skills and time keep in mind. b. Make realistic Commitments: For effective teamwork, retailer makes the commitments, which are realistic in nature to colleagues and do what you promised to do. c. Suggest Alternatives: In case, if employees are not able to do the promised let colleague know promptly and ask for the suitable alternative. d. Encourage in Difficult Working Conditions: It is the duty of team members to encourage each other in difficulties working conditions support the colleagues in this bad time of difficult time as also one of the way of encouragement. e. Behave fairly, politely and respectfully: It is the basic requirement of effective teamwork is to give respect and take respect from each other. Every team member should treat each other fairly, politely and with respect.	3
10	Following are the advantages of effective handling of goods: <ol style="list-style-type: none"> a. Minimize the unit materials handling costs. b. Reduces the manufacturing time. c. Contributes towards a better control of goods flow. <p style="text-align: center;">Or</p> Basic Rights: All workers have primary privileges in the office, such as right to comfort, reasonable settlement and independence from elegance. A job candidate also has certain privileges even prior to being employed as a worker. 2. Right to Privacy: The right to comfort is applicable to employee's personal belongings, such as purses and handbags or briefcases, storage space lockers available only by the worker, and private email resolved only to worker.	2
11.	Retail stores play a crucial role in the everyday life of modern people. Retailers enable consumers to access a wide variety of products and services worldwide. The retail business helps support the country's economy and create additional workplaces. <p style="text-align: center;">Or</p> The meaning of skills needs to attempt oriented to reach a certain goal, the team skills needs is the working together for achieving the goal of the particular organization. It should be clear and easy to understand, measurable, achievable, realistic, time bound	2
12.	*Cost of the merchandise *Time of delivery available *Wastage of material *Safety of employees and material *Government rules about loading and unloading	2
13.	Cash on delivery	2
14.	Maximum retail price	2

15.	Specialty Market: This market targets those buyers, who want something different from mass market like advanced product options or higher level of customer service.	2
16.	(c) Ctrl + V	1
17.	(d) all of the above	1
18.	(d) all of the above	1
19.	(d) all of the above	1
20.	(d)disposable gloves	1
21.	(a)E-mail	1
22.	The delivery executive must get the all the delivery detail like name of the customer, address of customer, contact number and location. In case, if the delivery boy is not familiar with the customer location he should be get the information about how he gets the delivery address from his collages and superior.	1
23.	Ships and Boats	1
24.	Loyal customers are those who will always visit your store whenever they require anything. Many a times customer know that store might not have that product but would like to take opinion regarding the same from where do they buy what they require.	1
25.	True	1
26.	True	1
27.	false	1
28.	Verbal communication	1
29.	Protection	1
30.	Alternatives	1