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RETAIL SERVICES (744)

MARKING SCHEME

Class XII - 2018-19

Time: 3 Hours **Max. Marks: 60**

General Instructions:

1. *Question paper is divided into two sections: Section-A and Section- B.*
2. ***Section–A:***
   - ***i.*** *Multiple choice questions/Fill in the blanks/Direct Questions of 1 mark each. Answer any 10 questions out of the given 12 questions.*
   - ***ii.*** *Very Short Answer of 2 marks each. Answer any 5 questions from the given 7 questions.*
   - ***iii.*** *Short Answer of 3 marks each. Answer any 5 questions from the given 7 questions.*
3. ***Section–B:****Long/Essay type questions of 5 marks each. Answer any 5 questions from thegiven 7 questions.*
4. *All questions of a particular section must be attempted in the correct order.*
5. *Pleasecheck that this question paper contains 33 questions out of which 25 questions are to be attempted.*
6. *The maximum time allowed is 3 hrs.*

SECTION –A

Answer any 10 questions out of the given 12 questions:

1. The Retailer is a direct link between **(1)**
   a. Consumer and retailer
   b. Manufacturer and wholesaler
   c. Manufacturer and consumer
   d. Middleman and the consumer

2. Each of the following is associated with _____ in retailing research **(1)**
   a. Manufacturer
   b. Producer
   c. Partnership
   d. Kirana stores

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3. Which of the following is not a supermarket display technique **(1)**

a. Angled merchandise
b. Colour
c. Containers and Props
d. Curtains

4. CMMS stands for **(1)**

a. Computerized Maintenance management system
b. Customer Maintenance management system
c. Consumer Maintenance management system
d. Computerized Maintenance management software

5. Which one of the following is not the sub feature of shopping cart? **(1)**

a. SSL Security
b. Customer management
c. Product management
d. Variety of payment and shipping modules

6. Getting a good return from telemarketing investments will require **(1)**

a. Logistic supplies
b. Call center technologies
c. Brand loyalty
d. Planning

7. AV cue sheet means _____ sheet **(1)**

a. Assessment and visual
b. Audio and visual
c. Audio and venue
d. None of the above

8. Health board permission is required for selling the _____ **(1)**

a. flowers
b. Fish products
c. Decorative Material
d. Meat and meat products

9. The series of free standing shelves are used primarily for folded and packaged merchandise called **(1)**

a. Gondolas
b. Vitrines
c. Round racks
d. None of the above

10. The furniture that holds and display the majority of merchandise called **(1)**

a. Tables
b. Fixtures
c. Counters
d. All of the above

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11. The exchange of data between two firms or individually comes under **(1)**

a. RFID
b. EDI
c. RIS
d. UPC

12. Which of the following is the sequence of POS activity **(1)**

a. Scanning, Receiving payments, Printing bills, Cash drawer
b. Receiving payments, Scanning, Printing bills, Cash drawer
c. Printing bills, Cash drawer, Receiving payments, Scanning
d. Cash drawer, Printing bills, Receiving Payments, Scanning

Very Short Questions: (2 marks each).

Answer any 5 questions out of the given 7 questions:

13. Write the names of retailing mix variables. **(2)**

Ans13. The retailing mix variables are :

1. Product
2. Price
3. Presentation
4. Promotion
5. Person selling
6. Customer service

14. What are the characteristics of Sales Supervisor? **(2)**

Ans14 The characteristics are:

1. Good recruiter
2. Good seller
3. Goal setting
4. Coaching
5. Good communicator

15. What are the disadvantages of E-shopping for consumers? **(2)**

Ans15 The disadvantages are:

1. Credit card and security worries.
2. Lack of personal and social interaction.
3. Can't see and feel the merchandise.
4. Premium charged for delivery
5. Difficulties with returning goods for refund.

16. What do you mean by event management? **(2)**

Ans16 Event management is the process of organizing, analyzing, planning, assembling of resources, marketing, promoting and producing an event. It is a different way of promoting a product, service or idea. It provides satisfaction, pleasure and relaxation from the work to the clients.

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17. What is a window display? **(2)**

Ans17 Special emphasis should be placed on a store's window displays because they are the information link to the potential customer. As many as one in every four sales could be the result of a goodwindow display. Window display should attract attention, create interest and invite people into the store to purchase goods.

18. What is POS in retail store? **(2)**

Ans18 Point of sale refers to the area of a store where customers can pay for their purchases. The term is normally used to describe systems that record financial transactions.

19. Write the uses of RIS. **(2)**

Ans19 RIS can be used in following activities:

1. Point- of –sale terminals
2. Inventory management and billing software
3. MIS reports to aid managers in decision making

Short Questions: (3marks each).

Answer any 5 questions out of the given 7 questions:

20. Write the difference between Merchandising plan and Financial plan.**(3)**

Ans20 Merchandising Plan defines the growth pattern of existing merchandise lines. It finds out whether the merchandise lines should be added or deleted, it study the strength of the individual brands carried.

Financial plan study about the profit analysis , including a break even analysis and analysis of ROI and leverage. It study about the sound accounting system and information system of the firm.

21. What does it mean to be Customer- centric ? **(3)**

Ans21 The organization and the store are built from the customer perspective, not the retailer perspective.

The shopping process is easy to understand, and customers have more control over the entire retail experience.

Customer information is appropriately used by both retailer and by customer.

22. Elaborate the attributes of E- marketing. **(3)**

Ans22 Attributes are:

1. One- to-one approach
2. Appeal to specific interests
3. Geo targeting
4. Different content by choice
5. Automated content

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23. State the elements of venue management. **(3)**

Ans23 The elements are:

1. Monitor and adjust room block- make arrangements of rooms available at the venue place.
2. Meeting and registration area room set up : give priority to meeting and registration place
3. Menu selection for food and beverages events- it isaccording to client's choice.

24. Differentiate between displays and seasonal displays. **(3)**

Ans24 **Displays:** people love novelty, something they haven't seen before. It is the way in which we display our products and merchandise so that it looks attractive and should be placed in a organized way.

Seasonal displays: each season brings with a particular merchandise to feature and nature suggests general setting in which to show it. The cold winter, the budding and blooming flowers in the spring , the warmth of the summer each provide a unique opportunity to encourage customers to start thinking about what they need for the next season.

25. Explain the types of RIS. **(3)**

Ans25 RIS can be divided into three types:

1. Transaction Processing System (TPS)- it is used to facilitate routine business processes such as customers transactions and employee record keeping.
2. Management Information System (MIS)- it assists middle managers in their monitoring, controlling and decision making activities.
3. Decision Support System (DSS)- it is designed to assist senior managers in non routine decision making and 'what if' analysis.

26.Write the benefits of IT in Retailing. **(3)**

Ans26 Benefits of IT in retailing are;

1. Reduction in operating cost
2. Improved inventory management
3. Reduction in stock outs
4. Increase in transaction speed
5. Improved forecast of sales
6. Can be used for developing loyalty programs.
7. Availability of additional selling space.

SECTION-B

Long/Essay type questions (5 marks each)

Answer any 5 questions out of the given 7questions:

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27. Write the Duties and responsibilities of Sales Supervisor. **(5)**

Ans27 Duties:

1. To assist the sales manager in leading, directing and motivating the sales team in order to achieve the overall corporate sales objective.
2. To assist the sales manager in revising and implementing the sales strategies plans.
3. Supervise sales representatives.
4. Assist sales manager by completing all the assigned tasks.
5. Providing a professional and excellent level of customer service with existing and new customers.
6. Deliver positive feedback, employee rewards and customer recognitions to employee.

Responsibilities:

1. Purchase product for sale and purchase supplies.
2. Promotes the store by performing duties such as placing advertisements in newspapers, on radio Tv, and attending trade shows.
3. Operates cash register and processes cash.
4. Maintain or changes product display
5. Greet and assist customers with product selection.

28. List out the seven C's of E- marketing. **(5)**

Ans28 The seven C's are:

1. Contract: the e-marketers first goal is to communicate a core promise for a truly distinctive value proposition appealing to the target customers.
2. Content: refers to whatever appears on the website itself and on hot linked websites.
3. Construction: the promises made by the e- marketers are not unique to the internet but the medium's interactive capabilities make it easier for them to deliver on their promises quickly.
4. Community: through site- to- user and user- to user forms of interactivity e-marketers can develop a core of dedicated customers who became avid marketers of the site too.
5. Concentration: targeting through online behavioral profiling.
6. Convergence: rich media brought on by broadband willallow advertisers much greater creativity by bringing in new types of advertising to the internet as well as enhancing some traditional forms.
7. Commerce: it includes offering goods and services directly or marketing those of another company.

29 . List out the principles of logistics in detail. **(5)**

Ans29 The principles are:

1. Excellent local knowledge of the regions
2. Professional guarantees
3. Information about type of event

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4. Advice and booking
5. Booking of entertainment places.
6. Hotel information
7. Sports and recreational activities

30. What are the retail promotion tips should be followed by the event organizer. **(5)**

Ans30 The tips are:

1. Select advertisement and a promotion that fits for the event .
2. Maintain a diary of all planned and actual promotional events.
3. Don't forget to include local community events in the planning.
4. Try to schedule events 3-6 months in advance to create an effective promotion.
5. Create a folder and file for each event to maintain records.
6. Review the final results.
7. Increase your open to buy and purchase extra inventory for special events.

31. Discuss the ideas of visual merchandise in a retail store. **(5)**

Ans31 Visual merchandising, briefly defined , is the presentation of a store and its merchandise in ways that will attract the attention of potential customers and motivate them to make purchases. The role of the visual merchandiser in this effort is to carry out the merchandising concepts as formulated by the management. These merchandising plans include what items are to be featured and in which locations they should be placed. The visual merchandiser is guided by these decisions and using all of his or her creative talents, sets out to present the best possible visual effects.

32. Explain the components of POS in detail. **(5)**

Ans 32 The components are:

1. Back office server- it is the brain, it is a main part of computer where pertinent company information, such as prices and sales reports are stored.
2. Monitors: they are essential POS component. It is the screen where sales staff views sales information as a transaction is in progress.
3. Bar code scanner: it retrieves, coded pricing information using a laser beam for various items.
4. Cash drawer: POS system have electronic cash drawers.
5. Keyboards: it is used with back office server.
6. Printer: one small printer is added to POS system. It is used for printing sales reports.
7. Magnetic stripe readers: they are used to capture credit cards or debit cards

33. Write the benefits of RIS. **(5)**

Ans33 A good RIs system does real time collection of data and organizes it in a way which is useful at several levels:

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1. It also ensures the integration of retail management plan.
2. It supports the supply chain and thus helps in avoiding stock out situations.
3. It helps in customer satisfaction through smooth functioning.
4. It helps in collecting the raw data and converting it into usable information.
5. This decreases the response time to customers requests.
6. It helps in supporting strategic decision like customer loyalty programs.

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