

## Scheme of evaluation

### 2<sup>nd</sup> PUC Retail Business (62) NS 2022

#### PART –A

I) Choose the correct alternative and write the correct answer: (10x1=10)

1)	d) Consumer	1 MARKS
2)	a) Comfortable	1 MARKS
3)	d) All the above	1 MARKS
4)	b) Complex	1 MARKS
5)	c) Work in Progress	1 MARKS
6)	d) Services to owner	1 MARKS
7)	d) intermediaries	1 MARKS
8)	a) SSL Security	1 MARKS
9)	b) Audio and visual	1 MARKS
10)	b) call center Technologies	1 MARKS

#### PART - B

II) Answer any ten of the following questions : (10x2=20)

11) MIS is Marketing Information System of People, equipment and procedures for collecting and processing information (2 Marks)	(2 Marks)
12) a) Last-In-First-Out Method	(1Marks)

b) First-In- First- Out Method

(1Marks)

13) Inventory is defined as a stock or store of goods. The storage of these goods is done near the location of the business to meet the demands of the Consumer. (2 Marks)

14) Shortage are any discrepancy between the amount of the book stock and the value of the stock determined by the physical count of merchandise on hand Is called as shortages. (2 Marks )

15) Housekeeping refers to the set of activities that are intended for cleaning the dirty surfaces, dusting, disposing of rubbish, vacuuming is called Housekeeping. ( 2Marks)

16) Window display refers as Grabbing the consumer's attention while they are walking by , making them want to stop in and spend money is the main idea behind the window display. (2 Marks)

17) Sales associate are the first people customers interact with when they enter in a retail setting . They provide information regarding services and products and answer any preliminary questions that customers may have. (2 Marks)

18) Display of products that are organised and created to efficiently meet your customers needs should assure continuing business from your existing customers and will entice prospective customers to purchase from you.

(2 Marks)

19) 1) Colour

2) Lighting

3) Focal Point

4) Size of objects

( Any related 4 points 2 Marks)

20) Online Retailing also Known as online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a sellers over online channels primarily the internet using a web browser.

(2 Marks)

21) Telemarketing is the Act of marketing goods and services to potential customers over the telephone. Telemarketing is selling by phone.(2 Marks)

22) E- Retailing is consumers find a product of interest by visiting the website of the retailers directly or by searching among alternative vendors using a shopping search engine.

(2Marks)

23) Contract is the paper or document as agreement between organiser of the event and the client. where client put some conditions and organiser should

follow the condition for organising that particular event. (2 Marks)

24) Accounting is the art and science of recording, classifying and summarising and analysing of financial transaction of an organisation. (2 Marks)

25) Event management is the process of organising, analysing, planning, assembling of resources, marketing, promoting and producing an event it is a different way of promoting a product , services or idea. (2Marks)

### PART-C

III) Answer any six of the following questions :

(6x3 =18)

26) 1. Scope and scale of operation it is that local, regional, national or International.

2.Types and nature of product sold.

3.Types of departmentalization it is that product wise or location wise.

(Any related 3 points 3 Marks)

27) 1. Ensure that all equipments are operational and complete documentation is available at the beginning of the duty.

2. Ensure that all visitors enter their particulars in the visitors book.

3. Ensure that the badges and visitors slip or issued after checking with the

visiting officer.

(Any related 3 points 3 Marks)

- 28) 1.CCTV will deterring crime.  
2.CCTV will monitors all activities in work.  
3.CCTV will keep records of all staff in the store.

(Any related 3 points 3 Marks)

- 29) 1. Personal security guard  
2.Residential security guard  
3. Corporate security guard  
4.Private security guard  
5.Mobile security guard  
6.Static security guard

(6 Points 3 Marks each point should carry half Marks )

- 30) 1. Maximum production has the lowest cost the highest quality and within optimum safety standards.  
2.Identify and implement cost reduction.  
3. Provide accurate equipment maintenance records.

(Any related 3 points 3 Marks)

31) 1. Suppliers

2. Manufacturers

3. Manufacturing Units

4. Distributors

5. Wholesalers

6. Retailers (6 Points 3 Marks each point should carry half Marks )

32) 1. Customer is king.

2. Management of logistics.

3. Customer Management.

4. Process integration.

5. Leveraging of manufacturing and sourcing.

6. Develop performance measures.

(6 Points 3 Marks each point should carry half Marks )

33) 1. Customer service management process.

2. Procurement processes

3. Product development

4. Physical distribution

5. Outsourcing

6. Warehouse management

(Any related 6 Points 3 Marks each point should carry half Marks )

34) 1.Covenience

2.Better information

3.Competitive pricing

4.Customization

5.Shoping anywhere, anytime

6.Saves on the wages

(Any related 6 Points 3 Marks each point should carry half Marks )

35) 1.Excellent Local Knowledge of the regions

2 Professional Gurantees

3. Information about type of event

4. Advice and booking

5. Booking of entertainment places

6.Hotel Information

(Any related 6 Points 3 Marks each point should carry half Marks )

36) 1. Fixed Deposit Account

2.Saving Deposit Account

3. Current Deposit Account

4. Recurring Deposit Account

( Any 3 Points 3 Marks)

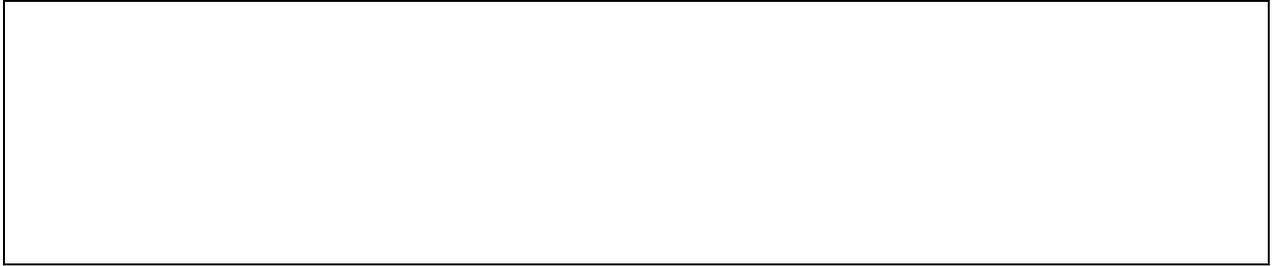
37) 1.To maintain the records of a business.

2.To Ascertain Profit or Loss.

3. To Ascertain Financial position

4. To Communicate financial information.

( Any related 3 Points 3 Marks)



**PART-D**

**IV) Answer any two of the following questions :**

**(2x6 =12)**

38) 1.Complex

2.Dissonance Reducing

3. Variety Seeking

4. Habitual

(Explain any 3 points 6 marks)

39) 1.The Basic stock method

2.The percentage variation method

3. The Week's supply method

4. The stock/ sales ratio method

5. Stock Turnover Rate

(Explain any 3 points 6 marks)

40) 1.Height

2.Weight

3. Eyesight

4.Hearing

5. Speaking

(Any Related 3 points with Explanation 6 Marks)

41) 1.Be prepared

2.Stand during the demo

3.Engage the customer

4. Listen to the customer

5. Involve the customer

6. Plan to be spontaneous

(Explain any 3 points 6 marks)

42) 1. Plan

2. Source

3. Make

4. Deliver

5. Return

(Explain any 3 points 6 marks)

43) SCM Means “ Channels are sets of interdependence organization involved in the process of making a product or services available for use or consumption

(2 Marks)

1. Distribution

2. Physical Distribution

3. Logistics

4. Business Logistics

5. Integrated Logistics

6. Materials Management

7. Value Chains

(4 Marks Each points carry half Marks)