

KARNATAKA SCHOOL EXAMINATION AND ASSESSMENT BOARD

II PUC SUPPLIMENTRY EXAMINATION

RETAIL (62) SCHEME OF EVALUTION

Question Number	Value Points	Total Marks	
PART-A			
1.	d. Consumer		1
2.	b. Complex		1
3.	c. Both a and b		1
4.	a. Promotion		1
5.	c. Both of the above		1
6.	a. Storage		1
7.	d. Service to owner		1
8.	d. Intermediaries		1
9.	b. Audio Visual		1
10.	b. 16 weeks		1
PART-B			
11.	Retailing as an economic activity involve all the steps in which a product (goods and services) reaches to the final consumer after its production. It is a process of distribution channel.		2
12.	1. A controlled level of markdowns. 2. Minimum investment in unnecessary inventory 3. Proper inventory turnovers 4. Minimum expenses associated with the store of merchandise		2
13.	a. Last In First Out b. First In First Out		2
14.	An inventory control system is a set of hardware and software-based tools that automate the process of tracking inventory		2
15.	Housekeeping refers to the set of activities that are intended for cleaning the house by cleaning dirty surfaces, disposing of rubbish, vacuuming etc.,		2
16.	Window display is grabbing the consumer's attention while they're walking by, making them wants to stop in and spend money is the main idea behind the window display		2
17.	<ul style="list-style-type: none">• Balance• Size of Objects• Colour• Focal Point• Lighting• Simplicity		2
18.	Displays that are organized and created to efficiently meet your customers need should assure continuing business from your existing customers and will entire prospective customers to		2

	purchase from you		
19.	E-Marketing must be defining to include the management of the consumer's online experience of the product, from first encounter through purchase to delivery and beyond.		2
20.	Telemarketing is the act of marketing goods and services to potential customers over the telephone. Telemarketing is selling by phone		2
21.	This is the paper or document as agreement between organizer of the event and the client, where the client put some conditions and organizer should follow the condition for organizing that particular event.		2
22.	Accounting is the art and science of recording, classifying, and summarizing and analyzing of financial transaction of an organization. The need for recording the transactions arises because it is not possible to remember all the transactions taken place over a period.		2
23.	Cash management processes in the retail sector are currently in the focus of retail enterprises, banks, and cash-in-transit companies. Today 's largely manual cash handling process offers major potential for increasing productivity along the entire process chain – from the point of sale right through until the money is posted to the retailer 's business account		2
	PART-C		
24.	<ul style="list-style-type: none"> • Scope and scale of operation viz. local, regional, national, or international. • Types and nature of product sold. • Types of departmentalization i.e., product wise or location wise. • Organizational structures vary from one retailer to another. 	1 1/2 1 1/2	3
25.	<ul style="list-style-type: none"> • Ensure that all equipment's are operational and complete documentation is available at the beginning of duty. • Ensure that the badges and visitor slips are issued after checking with the visiting officer if prior information is not available. • Ensure that all visitors comply with the company rules and policies with regard to the use of the following: a) Mobile telephone b) Laptop/pen drive c) Cameras 	1 1 1	3
26.	<ul style="list-style-type: none"> • Mops • Window Cleaner • Buckets • Cleaning Chemicals • Brooms • Floor Polishers(Any 6 equipments) 	1/2 1/2 1/2 1/2 1/2 1/2	3

27.	<ul style="list-style-type: none"> • Display slow-moving and low-priced items farthest from the customer 's reach. Always use prime display space for high-demand, seasonal, impulse, or promotional items. • Use point-of-sale signs to call attention to hot items in each department. • The bestselling height on any display is between eye and belt level. • Action, light and color attract attention to any display. 	<p>1</p> <p>1</p> <p>1/2</p> <p>1/2</p>	3
28.	<ul style="list-style-type: none"> • Maximum production at the lowest cost, the highest quality, and within optimum safety standards • Identify and implement cost reductions • Provide accurate equipment maintenance records • Collect necessary maintenance cost information • Optimize maintenance resources • Optimize capital equipment life 	<p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p>	3
29.	<ul style="list-style-type: none"> • The Elements of SCM • Distribution • Physical distribution • Business logistics • Integrated logistics • Materials management 	<p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p>	3
30.	<ul style="list-style-type: none"> • Advantages of E-retailing for • Retailers Location is unimportant • Size does not matter • Saves on the wages and premises costs • Reach a larger audience Higher disposable income profile than average • Accepts orders 24-hours a day 	<p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p>	3
31.	<p>Types of Events</p> <ul style="list-style-type: none"> • Leisure events • Cultural events • Personal events • Organizational events • Social events 	<p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1</p> <p>1/2</p>	3
32.	<ul style="list-style-type: none"> • Logistics Budget 	<p>1/2</p>	

	<ul style="list-style-type: none"> • Documentation • Legal matters • Venues • Provisions • Communication 	1/2 1/2 1/2 1/2 1/2	3
33.	<ul style="list-style-type: none"> • Maintain records • Preparation of financial statements • Provides control over assets • Provides the required information • Comparative study • Less scope for fraud or theft (Any six) 	1/2 1/2 1/2 1/2 1/2 1/2	3
PART-D			
34.	<ul style="list-style-type: none"> • The Basic Stock Method: This method of inventory planning is used when the retailer believes that it is necessary to have a gen level of inventory on hand, at all times. • The Percentage Variation Method: This method is normally used when the stock turnover rate is more than 6 times a year. The basic premise behind this method of inventory planning is that inventory levels should reflect the actual sales. • Weekly Supply Method: Retailers who plan inventories on a weekly and not on monthly basis and whose sales do not fluctuate substantially, largely follow the week supply method. • Stock/ Sales Ratio Method: This method is very easy to use, but it requires the retailers to have a beginning of the month stock/sales ratio. It involves the maintaining of the inventory levels at a specific ratio to sales. • Stock Turnover Rate: An effective measure of the speed with which products or merchandise moves in and out of a retail store for a given period, is the stock turnover rate. 	1 1 1 2 1	6
35.	<ul style="list-style-type: none"> • Establishing Check-in Procedures: The inventory supervisor must establish procedures for receiving goods. Many times, vendor invoices do not match the number of goods received. • Establishing Valuation Method: The inventory supervisor must establish either inventory valuation methods or stock inventory in such a way that it complies with the company's inventory valuation methods. • Creating Stock Picking Procedures: Inventory employees must be trained and supervised so that they retrieve stock in the proper order. • Shipping Procedures: The inventory supervisor must ship 	2 1 1	6

	<p>items in a timely manner as part of order fulfillment.</p> <ul style="list-style-type: none"> • Maintaining Minimum Inventory: Perhaps the most vital role of the inventory supervisor is maintaining the least amount of inventory possible. 	<p>1</p> <p>1</p>	
36.	<p>Advantages of SCM are:</p> <ul style="list-style-type: none"> • Market coverage, specialization, customer contacts and lower costs. • Facilitates the creation and implementation of effective marketing strategies. Effective marketing knowledge, market segmentation and selling skills. • Effective delivery, customer service and manufacturer services. • SCM when use effectively, the middlemen can add tremendous value and thus should be selected and manage in maximize their contribution via exploiting their specialist skill and facilities. • It is important to create valuable relations between every participant in business chain. 	<p>1</p> <p>1</p> <p>1</p> <p>2</p> <p>1</p>	<p>6</p>
36.	<ol style="list-style-type: none"> 1. Customer is the king: Organizer’s must consider about customers because without them business operations are meaningless if you don't meet their requirements. 2. Management of Logistics: Customize the logistic network to the service/ product requirement and manage the profitability. 3. Customer Management: According to market signals it may require aligning all the supply chains under the command so that their combined output meets the specific demand of the customer. 4. Process integration: Here time and speed is more important. For its success it requires real time information sharing among the chain partners and planning together for aspects such as forecasts etc. across the chain. 5. Leveraging of Manufacturing and Sourcing: Through the strategic management they can reduce the cost of production. 6. Strategic alliances and relationship management: Every chain partner shall look from its own perspective in a supply chain leading to strategic alliances across the chain. 7. Develop performance measures: Performance measures are basically development of standards of performance and method for their measurement across the chain so that suitable action can be initiated to see that the performance 	<p>1/2</p> <p>1</p> <p>1</p> <p>1</p> <p>1/2</p> <p>1</p> <p>1</p>	<p>6</p>

	of the entire chain remains optimum.		
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