

Marking Scheme for Model Question Paper
Subject-Retail Class 9th Level 1: -

Ser No	Answer	Marks
1.	<p>Store retailing :- Retailing can be classified as store and non-store retailing. When the goods and services are sold from a physical place or store, it is called store retailing. The basis of classification of store retailing is ownership and merchandise offered.</p> <p>On the basis of ownership</p> <p>(a) Independent retailer: A person who owns and operates with family members or assistants. He/she has direct contact with the customers.</p> <p>(b) Chain retailer or corporate retail chain: When a significant number of outlets are operated by a single owner, it is called a retail chain. Chain retailers are offered the same type of products, store environment, and sales promotions</p> <p>(c) Franchising: A franchise is a legal contract between a company (franchiser) and the store owner (franchisee), which allows the store owner to conduct business under an established name.</p> <p>(d) Consumer cooperatives: A consumer cooperative is a retail store operated by member customers. This type arises largely because of dissatisfied consumers whose needs are not fulfilled by existing retailers</p> <p>Based on merchandise offered</p> <p>(a) Convenience stores: These are small-sized stores located in residential areas. They are open for long hours and offer a limited line of convenience products like eggs, bread, milk, vegetables, etc.</p> <p>(b) Supermarkets: Supermarkets are larger retailing stores selling a huge variety of consumer products, mostly food, items of household use and grocery with a low marginal gain. It operates on a self-service style, but has a high turnover. It offers minimum services and operates on the cash and carry basis.</p> <p>(c) Hypermarkets: A hypermarket is a combination of a supermarket and a general merchandise store. It is a very large store typically at destination locations.</p> <p>(d) Specialty stores: A store specialising in one type of products</p> <p>(e) Departmental stores: Departmental stores are those stores offering a variety of goods under a single roof, located in central places or a busy locality.</p> <p>(f) Catalogue showrooms: Catalogue retailers usually specialise in hard goods (houseware, consumer electronics, etc)</p> <p>Or</p> <p>Essential requirements of retailers</p> <p>A retailer should:</p> <ul style="list-style-type: none"> • establish the shop in a place where customers are attracted. • stock the goods which are needed by the customers. • competitive in price and quality of goods to be sold. • financially sound. • be cautious of over-stocking or under-stocking of goods. • be up-to-date with trends in the market and its position. • ensure window display and counter display to promote sales. 	5

	• always be accessible to the customers.																																							
2.	Difference between Organised and Unorganised retail <table><tr><th>Sr. No</th><th>Particulars</th><th>Organized retail</th><th>Unorganised retail</th></tr><tr><td>1.</td><td>Variety of Items</td><td>Large</td><td>Few</td></tr><tr><td>2.</td><td>Size of Retail Outlet</td><td>Very Large</td><td>Very Small</td></tr><tr><td>3.</td><td>Size of Employees</td><td>Very Large</td><td>Very Less</td></tr><tr><td>4.</td><td>Capital Requirement</td><td>Very Large</td><td>Very Low</td></tr><tr><td>5.</td><td>Terms of Employment</td><td>Regular, Assured & within Control of Government</td><td>Small, Scattered and Not in Control of Government</td></tr><tr><td>6.</td><td>Style</td><td>Corporate</td><td>Sole Trading</td></tr><tr><td>7.</td><td>Network of Retailer</td><td>Vast and Operates through a Number of Branches</td><td>Confined to a Particular Locality in a Single Unit</td></tr><tr><td>8.</td><td>Retail Sales</td><td>Large Quantity</td><td>Small Quantity</td></tr></table> <p>Or</p> <p>Meaning of goods</p> <p>Goods are bundle of utilities, which are inherently useful and relatively scarce tangible item, such as article, commodity, merchandise, material, supply, wares, produced from agricultural, manufacturing, construction or mining activities. In terms of economics, it is called commodity.</p> <p>Types of goods:-</p> <p>1.Consumer goods</p> <p>Consumer goods are those which are ready for consumption by consumers, such as clothing or food. Further, the types of consumer goods have been classified below:</p> <p>(a) Convenience goods: Goods which are easily available to the consumer, without any extra effort are called convenience goods. For example, Fast Moving Consumer Goods (FMCG).</p> <p>(i) <i>Staple goods:</i> Goods which fulfill the customer’s basic needs are called staple goods. For example, bread, butter, milk, sugar, etc.</p> <p>(ii) <i>Impulse goods:</i> Goods which are bought without prior planning are called impulse goods. For example, chocolates, soft drinks.</p> <p>(b) Shopping goods: Shopping goods are not purchased or consumed as frequently by consumers as convenience goods. For example, clothes, footwear, televisions, radio, etc.</p> <p>(c) Specialty goods: Goods which are unique, unusual, and special are called specialty goods. For example, antique goods, high and luxury Automobiles, etc.</p> <p>(d) Unsought goods: Goods that are available in the market but the customers do not know about them or do not think of buying them unless needed, are called Unsought goods, such as insurance.</p> <p>(a) Durable goods: Goods which need not be purchased frequently as they are made to last for a longer period of time are called durable goods.</p> <p>(b) Semi-Durable Consumer Goods: Goods that do not last for a very long time are called semi-durable goods. For example, clothes, furniture, footwear, jewellery ,home furnishings, etc.</p> <p>(c) Non-Durable Consumer Goods: Goods which are for immediate consumption and are perishable in nature are called nondurable</p>			Sr. No	Particulars	Organized retail	Unorganised retail	1.	Variety of Items	Large	Few	2.	Size of Retail Outlet	Very Large	Very Small	3.	Size of Employees	Very Large	Very Less	4.	Capital Requirement	Very Large	Very Low	5.	Terms of Employment	Regular, Assured & within Control of Government	Small, Scattered and Not in Control of Government	6.	Style	Corporate	Sole Trading	7.	Network of Retailer	Vast and Operates through a Number of Branches	Confined to a Particular Locality in a Single Unit	8.	Retail Sales	Large Quantity	Small Quantity	5
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	<p>goods . For example, vegetables, fruits, milk, bread, etc.</p> <p>Industrial goods</p> <p>A retail organisation buys goods for further production or use in business, these are called industrial goods. Industrial goods are not for ultimate consumption but are components used by industries or firms for producing finished goods .These can be divided into three parts—Materials and Parts, Capital Items, Supplies and Industrial Services.</p> <p>(a) Materials and parts: It is the basic unit of industrial production. It is used for producing finished goods.</p> <p>(b) Capital goods: Capital goods make the functioning of an organization smooth. For example, office accessories.</p> <p>(c) Supplies: Supplies meet the day-to-day operation but do not become a part of the finished product.</p> <p>(d) Industrial services: Industrial services are used in running a business smoothly. Industrial services can be available internally and externally, such as maintenance services, repair services, machinery repair and business advisory services.</p>	
3.	<p>Functions of retailer</p> <p>The retailer provides the products and services that the customer needs, in the required quantity, at the right place and time. This activity of the retailer creates value addition or utility to the customers. There are four basic functions of the retailer:</p> <p>(i) <i>Breaking bulk into smaller quantities:</i></p> <p>To reduce the cost of long distance transportation, producers ship the goods in large quantities; the middlemen, including the retailers, open these large packages and make the product available in much smaller quantities to the consumers, as per the needs.</p> <p>(ii) <i>Providing product and service information to customers:</i> The retailer or salesperson is an important source of information, especially about the features and working of the different brands available. The salesperson has knowledge about the product being sold.</p> <p>(iii) <i>Providing customer services:</i> Retailers provide various services to their customers. These may include—free home delivery, gift wrapping, credit facility and after-sales services.</p> <p>(iv) <i>Creating a convenient, comfortable and pleasant shopping experience for consumers:</i> The aim of the retailer is to provide products required by the consumer, conveniently. This creates place utility. Also, the number of customers increases when the environment inside the retail stores is friendly and pleasant. Playing soft music, proper lighting, creating a larger space for movement, courteous and well-dressed employees, etc., create a positive environment for the customers.</p> <p>(v) <i>Providing feedback to producers about customer needs:</i> With their first hand interaction with the customers, retailers have a good understanding of the customers' needs. This information, in the form of feedback can greatly contribute to product improvement by producers.</p> <p style="text-align: center;">Or</p> <p>Types of handling equipment</p> <p>There are various types of handling equipment, which are used while receiving goods equipments. These are used in store shopping and shipping of goods in a retail store.</p> <p>The types of handling equipments are:</p>	5

	<p>(a) Trolley: The trolley is very useful for moving small loads of merchandise around the store. It is not really suitable for very heavy loads, because it can be hard to wheel around if it is carrying too much weight. Trolley is a handling equipment to avoid injuries that can be caused by manual handling of large loads.</p> <p>(b) Bags: Bags are required at the time of shopping and shipping of the goods. When a customer visits a cloth retail store, handbags are provided by the retail store to keep their purchased items. After billing they also provide bags for keeping the goods purchased.</p> <p>(c) Basket: When a customer wants to buy a small quantity of goods, they can carry a small basket instead of using the trolley.</p> <p>(d) Hand-held scanner: The hand-held scanner connects with the point of sale system so that it can read barcode of goods and help in making the bills.</p> <p>(e) Labelling machine: Many stores use a small labelling machine to make clear, neat labels that they can stick on shelves or merchandise. Using the keypad on the labeller, labels can be created for anything, even label, tapes of different colours can be used to apply colour coding to certain areas in the store.</p> <p>(f) Electronic Funds Transferred at Point of Sale (EFTPOS) printer: It helps in printing the transaction receipts. The receipt is checked by the customer regarding their purchase and financials. During credit card transactions, the customers need to sign this receipt to authorise the payment.</p> <p>(g) Electronic scales: Electronic scales are used for weighing goods in a retail store, especially in the food department. Electronic scales not only calculate the weight but also calculate the price (amount) of the goods. It is used to calculate the price of an item according to its weight.</p> <p>(h) Pallet: Retail stores have multiple options for shipping the product from the store. Goods can be sent from one place to another place in a retail store through pallets.</p> <p>(i) Crane: A crane is a machine used for lifting goods. It moves goods horizontally. The basic use of a crane is to lift heavy goods from one place to another.</p> <p>(j) Forklift: It is a material handling equipment also called lift truck, fork truck or forklift truck. It is a handling equipment used for moving and handling of goods till a short distance.</p>	
4.	<p>Following are the advantages of effective handling of goods:</p> <ul style="list-style-type: none"> • Lowers the unit materials handling costs. • Reduces the manufacturing time. • Contributes towards a better control of goods flow. • Improves safety in working and movement of materials. • Provides for fewer rejects. • Achieves decreased storage requirement. <p style="text-align: center;">Or</p> <p>Retail is a business deal in which the seller sells small quantities of goods to the customers as per their needs. A retail store is a retail business enterprise which primarily deals with sales volume in retailing, the function of retailing is to sell products to final consumers by an individual or a firm.</p>	3

5.	<p>Non-store retailing methods include kiosks, carts, vending machines, direct selling, telemarketing, direct marketing and e-tailing. Organizations can also choose to use a combination of two or more methods to suit the nature of their products or the nature of the marketing mix targeting.</p> <p>Or</p> <p>Organised retail deals with multiple retail formats, which is typically a multi-owner chain of stores run by a professional management group.</p>	3
6.	<p>The Internet is called direct response marketing.</p> <p>(a) Mail order retailing: In retailing customer database is used to develop target catalogues to customers.</p> <p>(b) Television shopping: In this kind of retailing, the product is promoted on television with the product features, price, and guarantee or warranty. Phone numbers are provided for different cities where the products can be ordered from, and home-delivered.</p> <p>(c) E-shopping: This format allows the customer to evaluate and purchase comfortably from his/her home through the websites using the Internet. The products are delivered after online payment.</p> <p>(d) Telemarketing: Telemarketing is the communication with customers through telephone, to promote products or services.</p>	3
7.	<p>Staple goods: Goods which fulfill the customer's basic needs are called staple goods. For example, bread, butter, milk, sugar, etc.</p>	3
8.	<p>Receiving: When material reaches the store, it is received by the retail store operations assistant.</p> <p>In-store handling: There are various methods of materials handling. Manual handling is one of the processes of carrying and moving material. The materials handling must be done with the proper equipment by experienced and trained staff.</p>	3
9.	<p>Supplies: Supplies meet the day-to-day operation but do not become a part of the finished product. Display, Fixtures, and Hardware.</p> <p>Capital goods: Capital goods make the functioning of an organisation smooth. For example, office accessories.</p>	3
10.	<p>Following are the basic needs of the customer:</p> <p>(a) Warm welcome: The sales person has to welcome the customer warmly and greet him/her graciously. The customer shouldn't feel neglected when he/she approaches the retailer or sales associate.</p> <p>(b) Understanding: Marketer needs to understand and appreciate views, expressions, and circumstances, feelings without any criticism or judgment for the satisfaction of the customer.</p> <p>Or</p> <p>Independent retailer: A person who owns and operates with family members or assistants. He/she has direct contact with the customers. For example, the local <i>baniya</i>/<i>kiranastore</i> owner and the <i>paanwala</i>. He/she decides the retail strategy depending on the store location and product mix.</p>	2
11.	<p>Verbal communication is a type of communication where we use spoken and written words to get our message and information across to the other person.</p> <p>Or</p> <p>Supermarkets: Supermarkets are large retailing stores selling a huge variety of consumer products, mostly food, items of household use and grocery with a low marginal gain. It operates on a self-service style, but has a high turnover. It offers minimum services and operates on the cash and carry basis.</p>	2
12.	<p>(a) When material is received at the retail store it needs to be moved to its</p>	2

	respective place. This moving of material is called material moving in retail. (b) In the retail industry, every retailer should use the material handling equipment which reduce the risk and hazards of life. Improper moving, handling and storage of material causes injuries to and accidents of employees.	
13.	One Size	2
14.	Image Recognition	2
15.	A smartphone is a cellular telephone with an integrated computer and other features not originally associated with telephones, such as an operating system (OS), web browsing and the ability to run software applications.	2
16.	Economic goods	1
17.	To minimise production costs.	1
18.	Chain retailer	1
19.	TRUE	1
20.	FALSE	1
21.	TRUE	1
22.	1 January 2016	1
23.	moving and handling of goods till a short distance	1
24.	Which can be touched and felt	1
25.	All of these	
26.	Family members	1
27.	Target market	1
28.	Chain retailer	1
29.	All of the above	1
30.	Adjust demand and supply	1