

Std: XII
Sub: Marketing and Retail Management (VA,VB,VC)
Paper I: Advanced Retail Marketing (VA)
Blue Print (Thoery)

Sr. No.	Unit	OBJECTIVES												Total Marks	Total Marks Option
		Knowledge			Understanding			Application			Skill				
		O	SA	L A	O	SA	LA	O	SA	LA	O	SA	LA		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1.	Health Safety and Hygiene in Retailing	1(1)	1(4)	1(8)	1(1)	1(4)	-	2(1)	1(4)	-	-	-	-	24	-
		1(1)	2(4)	1(8)	1(1)	2(4)	-	2(1)	1(4)	-	-	-	-	-	32
2	Customer Service in Retail Trade	2(1)	1(4)	-	1(1)	1(4)	-	1(1)	1(4)	-	-	-	-	16	-
		2(1)	1(4)	-	1(1)	2(4)	1(8)	1(1)	2(4)	-	-	-	-	-	32
3.	Billing Procedure & Cash Handing in Retailing	1(1)	1(4)	-	2(1)	1(4)	-	1(1)	1(4)	-	-	-	-	16	-
		1(1)	1(4)	-	2(1)	2(4)	-	1(1)	2(4)	-	-	-	-	-	24
4.	Supply Chain Management	1(1)	1(4)	-	1(1)	1(4)	-	2(1)	1(4)	1(8)	-	-	-	24	-
		1(1)	2(4)	-	1(1)	2(4)	-	2(1)	1(4)	1(8)	-	-	-	-	32
	Total	5(1)	4(4)	1(8)	5(1)	4(4)	-	6(1)	4(4)	1(8)	-	-	-	80	
		5(1)	6(4)	1(8)	5(1)	8(4)	1(8)	6(1)	6(4)	1(8)	-	-	-	-	120

N.B. 1) Figures in the bracket indicate marks

2) Figures outside the bracket indicate number of questions.

3) Number of question o = 16 (1) SA = 12(4) L.A. = 2(8) = 80

o = 16 (1) SA = 20(4) LA = 3(8) = 120

Std: XII (Theory)
 Sub: Marketing and Retail Management (VA,VB,VC)
 Paper II: Market Research & Foreign Trade (VB)
 Blue Print

Sr. No.	Unit	OBJECTIVES												Total Marks	Total Marks Option
		Knowledge			Understanding			Application			Skill				
		O	SA	LA	O	SA	LA	O	SA	LA	O	SA	LA		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1.	Marketing Research	2(1)	1(4)	-	1(1)	1(4)	1(8)	1(1)	1(4)	-	-	-	-	24	-
		2(1)	2(4)	-	1(1)	2(4)	1(8)	1(1)	1(4)	-	-	-	-	-	32
2	Demand Analysis	1(1)	1(4)	-	2(1)	1(4)	-	1(1)	1(4)	-	-	-	-	16	-
		1(1)	2(4)	-	2(1)	1(4)	-	1(1)	2(4)	-	-	-	-	-	24
3.	Buyer's Behaviour	1(1)	1(4)	-	1(1)	1(4)	-	2(1)	1(4)	-	-	-	-	16	-
		1(1)	2(4)	-	1(1)	1(4)	-	2(1)	2(4)	1(8)	--	-	-	-	32
4.	Foreign Trade	2(1)	1(4)	1(8)	1(1)	1(4)	-	1(1)	1(4)	-	-	-	-	24	-
		2(1)	2(4)	1(8)	1(1)	2(4)	-	1(1)	1(4)	-	-	-	-	-	32
	Total	5(1)	4(4)	1(8)	5(1)	4(4)	1(8)	5(1)	4(4)	-	-	-	-	80	
		6(1)	8(4)	1(8)	5(1)	6(4)	1(8)	5(1)	6(4)	1(8)	-	--	-	-	120

N.B. 1) Figures in the bracket indicate marks

2) Figures outside the bracket indicate number of questions.

3) Number of question $O = 16(1)$ $SA = 12(4)$ $L.A. = 2(8) = 80$
 $O = 16(1)$ $SA = 20(4)$ $L.A. = 3(8) = 120$

Std: XII (Theory)
 Sub: Marketing and Retail Management (VA,VB,VC)
 Paper III: Rural Marketing & Stock Exchange (VC)
 Blue Print

Sr. No.	Unit	OBJECTIVES												Total Marks	Total Marks Option
		Knowledge			Understanding			Application			Skill				
		O	SA	LA	O	SA	LA	O	SA	LA	O	SA	LA		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1.	Rural Marketing	2(1)	1(4)	-	1(1)	1(4)	-	1(1)	1(4)	-	-	-	-	16	
		2(1)	1(4)	-	1(1)	2(4)	-	1(1)	2(4)	-	-	-	-	-	24
2	Agricultural Marketing	1(1)	1(4)	1(8)	2(1)	1(4)	-	1(1)	1(4)	-	-	-	-	24	-
		1(1)	1(4)	1(8)	2(1)	2(4)	-	1(1)	2(4)					-	32
3.	Stock Exchange	1(1)	1(4)	-	1(1)	1(4)	1(8)	2(1)	1(4)	-	-	-	-	24	-
		1(1)	2(4)	-	1(1)	2(4)	1(8)	2(1)	1(4)					-	32
4.	Financial Markets	1(1)	1(4)	-	2(1)	1(4)	-	1(1)	1(4)	-	-	-	-	16	-
		1(1)	2(4)	-	2(1)	2(4)	-	1(1)	1(4)	1(8)	-	-	-	-	32
	Total	5(1)	4(4)	1(8)	6(1)	4(4)	1(8)	5(1)	4(4)					80	-
		5(1)	6(4)	1(8)	6(1)	8(4)	1(8)	5(1)	6(4)	1(8)				-	120

- N.B. 1) Figures in the bracket indicate marks
 2) Figures outside the bracket indicate number of questions.
 3) Number of question $\frac{O = 16(1)}{O = 16(1)}$ $\frac{SA = 12(4)}{SA = 20(4)}$ $\frac{L.A. = 2(8)}{L.A. = 3(8)} = 80 = 120$

Std: XII Theory
 Sub: Marketing and Retail Management (VA,VB,VC)
 Paper I: Advanced Retail Marketing (VA)

Sr.No.	Unit	Marks	Marks with Option
1.	Health Safety and Hygiene in Retailing	24	32
2	Customer Service in Retail Trade	16	32
3.	Billing Procedure & Cash Handing in Retailing	16	24
4.	Supply Chain Management	24	32
	Total	80	120

Weight to objective

Sr. No.	Objective	Percentage of Mark	Marks	Marks with Option
1	Knowledge	36.25%	29	37
2.	Understanding	26.25%	21	45
3.	Application	37.50%	30	38
4.	Skill	-	-	-
	Total	100%	80	120

Weightage to type of Questions

Sr. No.	Type of Questions	No of question		Percentage Of Mark	Marks	Marks with Option
		With out Option	with Option			
1	Objective (o)	16	16	20%	16	16
2.	Short Answer (SA)	12	20	60%	48	80
3.	Long Answer (LA)	02	03	20%	16	24
	Total	30	39	100%	80	120

Std: XII (Theory)
 Sub: Marketing and Retail Management (VA,VB,VC)
 Paper II: Market Research & Foreign Trade (VB)

Sr.No.	Unit	Marks	Marks with Option
1.	Marketing Research	24	32
2	Demand Analysis	16	24
3.	Buyer's Behaviour	16	32
4.	Foreign Trade	24	32
	Total	80	120

Weight to objective

Sr. No.	Objective	Percentage of Mark	Marks	Marks with Option
1	Knowledge	37.50%	30	46
2.	Understanding	36.25%	29	37
3.	Application	26.25%	21	37
4.	Skill	-	-	-
	Total	100%	80	120

Weightage to type of Questions

Sr. No.	Type of Questions	No of question		Percentage Of Mark	Marks	Marks with Option
		With out Option	with Option			
1	Objective (o)	16	16	20%	16	16
2.	Short Answer (SA)	12	20	60%	48	80
3.	Long Answer (LA)	02	03	20%	16	24
	Total	30	39	100%	80	120

Std: XII (Theory)
 Sub: Marketing and Retail Management (VA,VB,VC)
 Paper III: Rural Marketing & Stock Exchange (VC)

Sr.No.	Unit	Marks	Marks with Option
1.	Rural Marketing	16	24
2.	Agricultural Marketing	24	32
3.	Stock Exchange	24	32
4.	Financial Markets	16	32
	Total	80	120

Sr. No.	Objective	Percentage of Mark	Marks	Marks with Option
1	Knowledge	36.25%	29	37
2.	Understanding	37.50%	30	46
3.	Application	26.25%	21	37
4.	Skill	-	-	-
	Total	100%	80	120

Weight to objective

Weightage to type of Questions

Sr. No.	Type of Questions	No of question		Percentage Of Mark	Marks	Marks with Option
		With out Option	with Option			
1	Objective (o)	16	16	20%	16	16
2.	Short Answer (SA)	12	20	60%	48	80
3.	Long Answer (LA)	02	03	20%	16	24
	Total	30	39	100%	80	120

Pattern of Question paper

Std: XII (Theory)

Sub: Marketing and Retail Management

Paper I: Advanced Retail Marketing (VA)

Time- 3 Hours

Marks-80

- Instructions:-** 1. All questions are compulsory
2. Figures to the right indicate full marks

Q.1. A) Select the Correct alternative & rewrite the sentence (5)

- 1.-----
a)----- b)-----
c)----- d)-----
- 2.-----
a)----- b)-----
c)----- d)-----
- 3.-----
a)----- b)-----
c)----- d)-----
- 4.-----
a)----- b)-----
c)----- d)-----
- 5.-----
a)----- b)-----
c)----- d)-----

B) Match the following pairs (5)

- | ‘A’ Group | ‘B’ Group |
|-----------|-----------|
| 1)----- | A)----- |
| 2)----- | B)----- |
| 3)----- | C)----- |
| 4)----- | D)----- |
| 5)----- | E)----- |
| | F)----- |

C) Write True or False

(6)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----
- 6)-----

Q 2: Answer the Following Questions (Any Three)

(12)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----

Q 3: Write Short Notes (Any Three)

(12)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----

Q 4: Distinguish between the following (Any three)

(12)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----

Q 5: Answer the following(Any three)

(12)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----

Q 6: Answer in details (Any Two)

(16)

- 1)-----
- 2)-----
- 3)-----

Pattern of Question Paper

Std: XII (Theory)

Sub: Marketing and Retail Management

Paper II: Market Research & Foreign Trade (VB)

Time- 3 Hours

Marks-80

- Instructions:-** 1. All questions are compulsory
2. Figures to the right indicate full marks

Q.1. A) Select the Correct alternative & rewrite the sentence (5)

- 1.-----
a)----- b)-----
c)----- d)-----
- 2.-----
a)----- b)-----
c)----- d)-----
- 3.-----
a)----- b)-----
c)----- d)-----
- 4.-----
a)----- b)-----
c)----- d)-----
- 5.-----
a)----- b)-----
c)----- d)-----

B) Match the following pairs (5)

- | 'A' Group | 'B' Group |
|-----------|-----------|
| 1)----- | A)----- |
| 2)----- | B)----- |
| 3)----- | C)----- |
| 4)----- | D)----- |
| 5)----- | E)----- |
| | F)----- |

C) Write True or False (6)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----
- 6)-----

Q 2: Answer the Following Questions (Any Three) (12)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----

Q 3: Write Short Notes (Any Three) (12)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----

Q 4: Distinguish between the following (Any Three) (12)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----

Q 5: Answer the following (Any Three) (12)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----

Q 6: Answer in details (Any Two) (16)

- 1)-----
- 2)-----
- 3)-----

Pattern of Question Paper

Std: XII (Theory)

Sub: Marketing and Retail Management

Paper III: Rural Marketing & Stock Exchange (VC)

Time- 3 Hours

Marks-80

- Instructions:-** 1. All questions are compulsory
2. Figures to the right indicate full marks

Q.1. A) Select the Correct alternative & rewrite the sentence (5)

- 1.-----
a)----- b)-----
c)----- d)-----
- 2.-----
a)----- b)-----
c)----- d)-----
- 3.-----
a)----- b)-----
c)----- d)-----
- 4.-----
a)----- b)-----
c)----- d)-----
- 5.-----
a)----- b)-----
c)----- d)-----

B) Match the following pairs (5)

‘A’ Group

- 1)-----
2)-----
3)-----
4)-----
5)-----

‘B’ Group

- A)-----
B)-----
C)-----
D)-----
E)-----
F)-----

C) Write True or False (6)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----
- 6)-----

Q 2: Answer the Following Questions (Any Three) (12)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----

Q 3: Write Short Notes (Any Three) (12)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----

Q 4: Distinguish between the following (Any Three) (12)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----

Q 5: Answer the following (Any Three) (12)

- 1)-----
- 2)-----
- 3)-----
- 4)-----
- 5)-----

Q 6: Answer in details (Any 2) (16)

- 1)-----
- 2)-----
- 3)-----