

EVALUATION SCHEME
For March-2021 and on words Examination
STD-XII
Sales Associate (E-7)

Scheme of Examination:

Sr. No.	Method of Assessment	Weightage of Marks	Evaluator
1	Theory Paper (Written)	30 Marks (80 Marks converted 30 Marks)	School / State Board
2	Practical Exam	30 Marks	Certified Assessor/State Board
3	Term Work (Journal)	10 Mark	School Instructor / Trainer
4	Project Work	10 Mark	School Instructor / Trainer
5	Oral / Viva Vocu	10 Mark	School Instructor / Certified Assessor
6	Direct Observation	10 Mark	School Instructor / Certified Assessor
	Total Marks	100 Marks	

1] Unit wise Marks Distribution of written test paper:

Paper Time: 3 hours

Marks: -80

Sr. No	Unit (Contains)	Mark	Mark With option
1	Communication Skills	4	7
2	Self Management Skills	4	7
3	Information & Communication Technology Skills	4	8
4	Entrepreneurial Skills	4	4
5	Green Skills	4	4
6	Resolve Customer Concerns	11	19
7	Delivery of Reliable Service	15	19
8	Customer Relationship Management	13	19
9	Continuous Improvement in Service	11	17
10	Work in Team & Organization	10	16
	Total	80	120

2] Practical Exam:

• Practical Time	• 3 Hours
• Practical Subject	• As per Retail Merchandising practical book
• Any one practical should be given from the text book by lot system to each group / individual.	
• Total Marks of Practical	• 30 Marks

3] Term Work (Journal):

• Term Work (Journal)	• Journal maintained by the students during the academic year.
• Term Work (Journal) Subject	• Retail Merchandising
• Total Marks	• 10 Marks

4] Project Work:

<ul style="list-style-type: none">• The project work given in syllabus is only for guideline.• Candidate, with approval from the Instructor / Trainer, may choose any one project and prepare it.• He has full liberty to prepare any useful project other than the mentioned projects.• He may write a visit report about any nearest Industry and their product.• One project should be compulsory for each student or a group of maximum 4 students.	
• Total Marks	• 10 Marks
5] Oral/Viva vocu:	10 Marks
6] Direct Observation:	10 Marks

Written Test Paper - STD-XII
Sales Associate (E-7)

Question Wise Distribution of Marks.

Sr. No	Types of Questions	Marks	Marks with option
1	Objectives (1 Mark)	20	20
2	Short Answer Type (3 Marks)	24	36
3	Long Answer Type (4 Marks)	24	40
4	Long Answer Type (6 Marks)	12	24
	Total Marks	80	120

Pattern of Question Paper
STD- XII
Sales Associate (E-7)

Time: 3 hrs.

Marks: 80

- Notes:**
1. All questions are compulsory.
 2. Draw diagrams wherever necessary.

Q. No. 1.A) Select the correct alternative and 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

Column 'A'	Column 'B'
1.	a)
2.	b)
3.	c)
4.	d)
5.	e)

C) State the following statement is true or false and rewrite the correct statements.5

- 1.
- 2.
- 3.
- 4.
- 5.

D) Answer the following questions in ONE sentence.	5
1.	
2.	
3.	
4.	
5.	
Q. No. 2) Answer the following questions in short. (Any four)	12
1.	
2.	
3.	
4.	
5.	
6.	
Q. No. 3) Answer the following questions in short. (Any four)	12
1.	
2.	
3.	
4.	
5.	
6.	
Q. No. 4) Answer the following questions in brief. (Any three)	12
1.	
2.	
3.	
4.	
5.	
Q. No. 5) Answer the following questions in brief. (Any three)	12
1.	
2.	
3.	
4.	
5.	
Q. No. 6.A) Answer any one questions in brief.	06
1.	
2.	
Q. No. 6.B) Answer any one questions in brief.	06
1.	
2.	

Pattern of Question Paper
STD - XII
Sales Associate (E-7)

Time: 3 hrs.

Marks: 80

- Notes:** 1. All questions are compulsory.
2. Draw diagrams wherever necessary.

Q. No. 1.A) Select the correct alternative and rewrite the sentence 5

1. Entrepreneurial Skills

- a) b) c) d).....

2. Green Skills

- a) b) c) d).....

3. Customer Relationship Management

- a) b) c) d).....

4. Resolve Customer Concerns

- a) b) c) d).....

5. Delivery of Reliable Service

- a) b) c) d).....

B) Match the following pairs. 5

Column 'A'

Column 'B'

1 Entrepreneurial Skills

a)

2 Green Skills

b)

3 Continuous Improvement in Service

c)

4 Work in Team & Organization

d)

5 Customer Relationship Management

e)

C) State the following statement is true or false and rewrite the correct statements. 5

1 Delivery of Reliable Service

2 Customer Relationship Management

3 Entrepreneurial Skills

4 Green Skills

5 Continuous Improvement in Service

D) Answer the following questions in ONE sentence. 5

1 Entrepreneurial Skills

2 Green Skills

3 Delivery of Reliable Service

4 Work in Team & Organization

5 Delivery of Reliable Service

- Q. No. 2) Answer the following questions in short. (Any four) 12
- 6 Continuous Improvement in Service
 - 7 Work in Team & Organization
 - 8 Resolve Customer Concerns
 - 9 Communication Skills
 - 10 Information & Communication Technology Skills
 - 11 Resolve Customer Concerns
- Q. No. 3) Answer the following questions in short. (Any four) 12
- 12 Continuous Improvement in Service
 - 13 Work in Team & Organization
 - 14 Self Management Skills
 - 15 Work in Team & Organization
 - 16 Continuous Improvement in Service
 - 17 Work in Team & Organization
- Q. No. 4) Answer the following questions in brief. (Any three) 12
1. Information & Communication Technology Skills
 2. Resolve Customer Concerns
 3. Communication Skills
 4. Self Management Skills
 5. Delivery of Reliable Service
- Q. No. 5) Answer the following questions in brief. (Any three) 12
1. Customer Relationship Management
 2. Information & Communication Technology Skills
 3. Resolve Customer Concerns
 4. Delivery of Reliable Service
 5. Resolve Customer Concerns
- Q. No. 6 A) Answer any one questions in brief. 06
1. Continuous Improvement in Service
 2. Customer Relationship Management
- Q. No. 6 B) Answer any one questions in brief. 06
1. Delivery of Reliable Service
 2. Customer Relationship Management

STD-XII: (E-7)

Blue Print of Unit wise Marks Distribution Sales Associate

SR.NO	Units	Knowledge						Understanding						Application						Total Marks	Total Marks with option	
		OB		SA		LA		OB		SA		LA		OB		SA		LA				
		Marks	Questions	Marks	Questions	Marks	Questions	Marks	Questions	Marks	Questions	Marks	Questions	Marks	Questions	Marks	Questions	Marks	Questions			
1	Communication Skills											4	1			<u>3</u>	1			4	7	
2	Self Management Skills											4	1			<u>3</u>	1			4	7	
3	Information & Communication Technology Skills					<u>4</u>	1											4	1	4	8	
4	Entrepreneurial Skills	1	2											1	2					4	4	
5	Green Skills	1	2											1	2					4	4	
6	Resolve Customer Concerns	1	1			4	1			3	1	<u>4</u>	1			3	1	<u>4</u>	1	11	19	
7	Delivery of Reliable Service	1	1					1	2			<u>4</u>	1	1	2			4	1	6	15	19
8	Customer Relationship Management	1	2					1	1			4	1					6	1	13	19	
9	Continuous Improvement in Service	1	1	3	1			1	1	3	1	<u>6</u>	1			3	1			11	17	
10	Work in Team & Organization	1	1	3	1					3	1	<u>3</u>	1			3	1			10	16	
		1	10	3	2	4	2	1	4	3	4	<u>4</u>	<u>5</u>	1	6	3	6	<u>4</u>	<u>3</u>	<u>80</u>	<u>120</u>	
												6	2					6	2			

Note: O.B – Objective.

S.A.- Short answer type (3marks)

L.A.- Long answer type (4 marks & 6 marks)

Underlined marks are used for option.