

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

Sr.N o.	Unit	OBJECTIVES												Total Marks	Total Mark s Opti on
		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.	Health Safety and Hygiene in Retailing									1(10)	-	-	1(10)	20	-
											1(10)	-	-	2(10)	-
2	Customer Service in Retail Trade									1(10)	-	-	1(10)	20	-
											1(10)	-	-	2(10)	-
3.	Billing Procedure & Cash Handing in Retailing									1(10)	-	-	1(10)	20	-
											1(10)	-	-	2(10)	-
4.	Supply Chain Management									1(10)	-	-	1(10)	20	-
											2(10)	-	-	1(10)	-
	Total									4(10)	-	-	4(10)	80	-
											5(10)			7(10)	-

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

2) Figures outside the bracket indicate number of questions.

3) Number of question $O = 0(0)$ $SA = 0(0)$ $L.A. = 8(10) = 80$

$O = 0(0)$ $SA = 0(0)$ $LA = 12(10) = 120$

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

Sr.No.	Unit	Marks	Marks with Option
1.	Health Safety and Hygiene in Retailing	20	30
2.	Customer Service in Retail Trade	20	30
3.	Billing Procedure & Cash Handing in Retailing	20	30
4.	Supply Chain Management	20	30
	Total	80	120

Weight age to Objective

Sr. No.	Objective	Marks	Marks with Option
1	Knowledge	-	-
2.	Understanding	-	-
3.	Application	40	50
4.	Skill	40	70
	Total	80	120

Weightage to type of Questions

Sr. No.	Type of Questions	No of question		Percentage Of Mark	Marks	Marks with Option
		Without option	with Option			
1	Objective (o)	-	-	-	-	-
2.	Short Answer (SA)	-	-	-	-	-
3.	Long Answer (LA)	8	12	100%	80	120
	Total	8	12	100%	80	120

Pattern of Question Paper

Std: XII

Sub: Marketing & Retail Management

**Paper: (VA) Advanced Retail Marketing
(PRACTICAL)**

Time:3 Hours

Marks-80

Note- 1. Attempt any Four questions out of following six
2.Figures to the right indicates full marks.

- | | | |
|---------|---|----------|
| Q.No.1 | a) Question on yoga and physical training activities | 10 Marks |
| | b) Question on interview of a security manager | 10 Marks |
| Q.No.2. | a) Question on types of Customer | 10 Marks |
| | b) Question on customers services in retail store | 10 Marks |
| Q.No.3. | a) Question on billing procedure | 10 Marks |
| | b) Question on methods of receiving payments from customers | 10 Marks |
| Q.No.4. | a) Question on logistic centre | 10 Marks |
| | b) Question on inventory control | 10 Marks |
| Q.No.5 | a) Question on security equipments | 10 Marks |
| | b)Question on Customer relation management | 10 Marks |
| Q.No.6. | a) Question on bank reconciliation statement | 10 Marks |
| | b) Question on supply chain management | 10 Marks |

Std: XII (Practical)
 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									1(10)	-	-	1(10)	20	-
										2(10)	-	-	2(10)	-	40
2	Demand Analysis									1(10)	-	-	1(10)	20	-
										1(10)	-	-	2(10)	-	30
3.	Buyer's Behaviour									1(10)	-	-	1(10)	20	-
										1(10)	-	-	2(10)	-	30
4.	Foreign Trade									1(10)	-	-	1(10)	20	-
										2(10)	-	-	1(10)	-	20
	Total									4(10)	-	-	4(10)	80	-
										5(10)			7(10)	-	120

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

2) Figures outside the bracket indicate number of questions.

3) Number of question $O = 0 (0)$ $SA = 0 (0)$ $L.A. = 8(10) = 80$

$O = 0 (0)$ $SA = 0 (0)$ $LA = 12(10) = 120$

Std: XII (PRACTICAL)
 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	20	30
2	Demand Analysis	20	30
3.	Buyer's Behaviour	20	30
4.	Foreign Trade	20	30
	Total	80	120

Weight to objective

Sr. No.	Objective	Marks	Marks with Option
1	Knowledge	-	-
2.	Understanding	-	-
3.	Application	40	50
4.	Skill	40	70
	Total	80	120

Weightage to type of Questions

Sr. No.	Type of Questions	No of question		Percentage Of Mark	Marks	Marks with Option
		Without Option	with Option			
1	Objective (o)	-	-	-	-	-
2.	Short Answer (SA)	-	-	-	-	-
3.	Long Answer (LA)	8	12	100%	80	120
	Total	8	12	100%	80	120

Pattern of Question Paper

Std: XII

Sub: Marketing & Retail Management

Paper: (VB) Rural Marketing and Stock Exchange
(PRACTICAL)

Time:3 Hours

Marks-80

Note- 1. Attempt any Four questions out of Six questions given below
2.Figures to the right indicates full marks.

- | | |
|--|----------|
| Q.No.1 a) Question on Market survey of a consumer product | 10 Marks |
| b)Question on analysis of Survey report | 10 Marks |
| Q.No.2. a) Question on sales forecasting | 10 Marks |
| b) Question on demand analysis | 10 Marks |
| Q.No.3. a) Question on questionnaire for a consumer product | 10 Marks |
| b) Question on analysis of buyer's behavior | 10 Marks |
| Q.No.4. a) Question on import export procedure | 10 Marks |
| b) Question on document preparation in foreign trade | 10 Marks |
| Q.No.5 a) Question on visit report based on consumer product show room | 10 Marks |
| b)Question on test Marketing | 10 Marks |
| Q.No.6. a) Question on analysis of data | 10 Marks |
| b) Question on buying motives | 10 Marks |

Std: XII (Practical)
 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									1(10)	-	-	1(10)	20	-
										1(10)	-	-	1(10)	-	20
2	Agricultural Marketing									1(10)	-	-	1(10)	20	-
										2(10)	-	-	2(10)		40
3.	Stock Exchange									1(10)	-	-	1(10)	20	-
										1(10)	-	-	2(10)		30
4.	Financial Markets									1(10)	-	-	1(10)	20	-
										1(10)	-	-	2(10)	-	30
	Total									4(10)	-	-	4(10)	80	-
										5(10)			7(10)	-	120

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

2) Figures outside the bracket indicate number of questions.

3) Number of question O = 0 (0) SA = 0 (0) L.A. = 8 (10) = 80

O = 0 (0) SA = 0 (0) L.A. = 12 (10) = 120

Std: XII (Practical)

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	20	30
2	Agricultural Marketing	20	30
3.	Stock Exchange	20	30
4.	Financial Markets	20	30
	Total	80	120

Weight to objective

Sr. No.	Objective	Marks	Marks with Option
1	Knowledge	-	-
2.	Understanding	-	-
3.	Application	40	50
4.	Skill	40	70
	Total	80	120

Weightage to type of Questions

Sr. No.	Type of Questions	No of question		Percentage Of Mark	Marks	Marks with Option
		Without Option	with Option			
1	Objective (o)	-	-	-	-	-
2.	Short Answer (SA)	-	-	-	-	-
3.	Long Answer (LA)	8	12	100%	80	120
	Total	8	12	100%	80	120

Pattern of Question Paper
Std: XII
Sub: Marketing & Retail Management
Paper: (VC) Rural Marketing and Stock Exchange
(PRACTICAL)

Time:3 Hours

Marks-80

Note- 1. Attempt any Four questions out of following questions.
2.Figures to the right indicates full marks.

- Q.No.1 a) Visit report on rural marketing institutions. 10 Marks
- b) Report on experience of purchasing and selling of food grains in rural Market 10 Marks
- Q.No.2. a) Question on agricultural Marketing Structure 10 Marks
- b) Question on interview with a manages of Co-operative Societies. 10 Marks
- Q.No.3. a) Question on Procedure of Listing of Securities on Stock exchange 10 Marks
- b) Preparation of dummy-pass- book on Dmat account 10 Marks
- Q.No.4. a) Question on money market instrument 10 Marks
- b) Question on specimen of equity share 10 Marks
- Q.No.5 a) Report on interview with APMC secretary 10 Marks
- b)Question on transactions in mock stock exchange 10 Marks
- Q.No.6. a) Report on Visit given to dairy 10 Marks
- b) Filling of I.P.O. Forms 10 Marks