



छत्तीसगढ़ माध्यमिक शिक्षा मण्डल, रायपुर

Phone No. 0771- 3057046, Fax No .0771- 2429385

प्रश्न पत्र – योजना

Scheme of Question Paper

विषय(Subject) Retail Marketing management

पूर्णांक(MM)– 100

विषय कोड (Subject Code) 951

परीक्षा (Exam) VOC High School/Higher Secondary

समय(Time)– 3:00 घण्टे

कक्षा (Class) 12TH

I. The weightage of educational objectives(षैक्षिक उद्देश्यों के अनुसार अधिभार)

S.No.	Educational Objectives	Marks	Percentage	Area
1.	Knowledge (ज्ञान)	25	25%	
2.	Understanding (अवबोध)	50	50%	
3.	Application & Skill (अनुप्रयोग एवं कौशल)	25	25%	
	योग (Total)	100	100%	

II. Weightage to Difficulty Level of Questions (प्रश्नों का स्तर)

S.No.	Estimated difficulty level	Marks	Percentage
1.	Easy (सरल)	25	25%
2.	Average (औसत)	50	50%
3.	Difficult (कठिन)	25	25%

Note – A question may vary in difficulty level from individual to individual as such the approximation in respect of each question will be made by the paper setter on the basis of general anticipation from the group as a whole taking the examination. The provision is only to make the paper balance in its weight rather than to determine the pattern of marking at any stage.

हस्ताक्षर सदस्य (विषय विशेषज्ञ)

नाम मुकेश कुमार श्रीवास्तव

Mukesh
VIVEK KUMAR SHARMA

हस्ताक्षर सदस्य (विषय विशेषज्ञ)

नाम प्रदीप कुमार
Pradeep Kumar

Weightage to Content/Subject Units (इकाईवार अंको का अधिभार)

विषय (Subject) — Retail Marketing management 951

कक्षा (Class) — 12th

पूर्णांक (MM) — 100

अधिभार (Weightage) — 30%

S.No.	Units	Weightage/Marks Unit Wise	Period
1	ADVANCES IN RETAILING	07	07%
2	INVENTORY MANAGEMENT IN RETAILING	15	15%
3	SECURITY AND HOUSEKEEPING SUPERVISION IN RETAILING	16	16%
4	RETAIL SALES MANAGEMENT	18	18%
5	SUPPLY CHAIN MANAGEMENT IN RETAILING	18	18%
6	NON STORE RETAILING	10	10%
7	EVENT MANAGEMENT IN RETAILING	06	06%
8	MANAGEMENT CASH AND ACCOUNTING IN RETAILING	10	10%

PARTICIPANTS-

S.N.	NAME	INSTITUTION	DIST	SIGN
1	Santosh chandra	D.G.H.S.S., Pathalgaon	Jashpur	
2	Vivek sharma	G.G.H.S.S. Rajim.	Galiaband	
3	Mukesh shrivastav	G.B.H.S.S. DARIMA	SURGUJA	
4	Vishjeet adhikari	Govt. H.S.S. Tahsilpara	Kondagarn	
5	Prahlad singh KUMAR	Prahlad Kumar	Raipur	

हस्ताक्षर सदस्य (विषय विशेषज्ञ)

नाम मुकेश कुमार शिवस्तव Mukesh

हस्ताक्षर सदस्य (विषय विशेषज्ञ)

नाम विवेक कुमार शर्मा

VIVEK KUMAR SHARMA

Prahlad Kumar

(A). Weightage to Type of Questions (प्रश्नों के स्वरूप पर अधिभार)

S.No.	Type of questions	Marks for each questions	No. of questions	Total Marks	Percentage
1.	OBJECTIVE TYPE question	01	01(05)	05	05%
		01	01(05)	05	05%
2.	Very Short Answer (VSA)	02	08	16	16%
3.	Short Answer (SA ₁)	03	06	18	18%
4.	Short Answer (SA ₂)	04	06	24	24%
5.	Long Answer (LA ₁)	05	04	20	20%
6.	Long Answer (LA ₂)	06	02	12	12%
	Total		26+1	100	100%

IV(B). The expected length of the answer and the time given under different forms of Question. (उत्तर की लम्बाई शब्दों में एवं लगने वाले समय)

S.No.	Type of questions	Expected length	No. of questions	Expected time for each question in minutes	Total time in minutes
1.	OBJECTIVE TYPE question	MCQ	01(05)	1	5
		Objective A,B,C,	01(05)	1	5
2.	VSA (अतिलघुउत्तरीय)	Up to 30 Words	08	3	24
3.	SA ₁ (लघुउत्तरीय ₁)	Up to 50 words	06	4	24
4.	SA ₂ (लघुउत्तरीय ₂)	Up to 100 words	06	7	42
5.	LA ₁ (दीर्घउत्तरीय)	Up to 150 words	04	12	48
6.	LA ₂ (दीर्घउत्तरीय)	Up to 200 words	02	16	32
	योग		26+1		180

MCQ = Multiple Choice question

VSA = Very Short answer

SA₁ = Short answer

SA₂ = Short answer

LA₁ = Long answer

LA₂ = Long answer

Scheme of Options

- There will be no options in from of "do any six question or so"
- The alternate question given by way of choice should be based on same objective and the unit. It would have the same anticipated difficulty level and length of answer.
- Internal options in SA-I, SA-II and LA-I and LA-II type question only may be.

हस्ताक्षर सदस्य (विषय विशेषज्ञ)

नाम

सुकेश कुमार श्रीवास्तव

Santosh Chandra

Prakash

VIVEK KUMAR SHARMA

हस्ताक्षर सदस्य (विषय विशेषज्ञ)

नाम

विश्वजीत अग्रवाल
Dishant Kumar

IV(C) प्रश्नपत्र का ब्लूप्रिंट (Blue Print of Question Paper)

विषय (Subject) – Retail Marketing management विषय कोड (Subject Code)– 951 कक्षा (Class) – 12th पूर्णांक(MM) – 100 समय (Time) 3 घंटे

स क्र	शैक्षिक उद्देश्य(Educational Objective) →		ज्ञान (Knowledge)					अवबोध (Understanding)					अनुप्रयोग एवं कौशल (Application &skill)					योग			
	प्रश्नों के प्रकार(Types of Questions) →		वस्तु निष्ठ प्रश्न	अ. ल. (V.S.)	ल.उ. (SA ₁)	ल.उ. (SA ₂)	दी.उ. (LA ₁)	वस्तु निष्ठ प्रश्न	अ. ल. (V.S.)	ल.उ. (SA ₁)	ल.उ. (SA ₂)	दी.उ. (LA ₁)	वस्तु निष्ठ प्रश्न	अ. ल. (V.S.)	ल.उ. (SA ₁)	ल.उ. (SA ₂)	दी.उ. (LA ₁)	प्रश्न/ (अंक)			
	इकाई(Unit)	इकाई पर आबंटित अंक	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	
1	ADVANCES IN RETAILING	7	1	1								1									2(1)
2	INVENTORY MANAGEMENT IN RETAILING	15	1	1								1					1		1		4(1)
3	SECURITY & HOUSEKEEPING SUPERVISION IN RETAILING	16	1	1					1		1	1	1								4(2)
4	RETAIL SALES MANAGEMENT	18	1+1	1							1								1	1	4(2)
5	SUPPLY CHAIN MANAGEMENT IN RETAILING	18	1	1								1	1						1		4(1)
6	NON STORE RETAILING	10	1	1							1	1									3(1)
7	EVENT MANAGEMENT IN RETAILING	06	1	1							1										2(1)
8	MANAGEMENT CASH AND ACCOUNTING IN RETAILING	10	1	1							1	1									3(1)
	योग		1(9)	2(8)	3(0)				1(1)		3(5)	4(6)	5(2)				3(1)		5(2)	6(2)	26+1=27

Note- Figures within brackets indicate the number of questions and figures outside the brackets indicate marks.

Internal options in SA-1, SA-2 and LA-1 and LA-2 type question only may be.

हस्ताक्षर सदस्य (विषय विशेषज्ञ)

सं.

Santosh chandra

VIVEK KUMAR SHARMA

हस्ताक्षर सदस्य (विषय विशेषज्ञ)

नाम

मुकेश कुमार श्रीवास्तव

Prachinad Cayan

Duni