

**Syllabus for Higher Secondary Final Year Course**  
**Subject/Sector - Retail Trade (RETD)**  
**Job Role - Sales Associate**

CONTENTS		Theory Marks	Unit Total	Practical Marks	Periods
<b>Part - A (Vocational Skills)</b>					
<b>UNIT 1: Resolve Customer Concerns</b>					
	1.1 Identify and Listen the Customers' Problems	2	<b>6</b>	10	7
	1.2 Organizational Procedure to deal with Customer problems	2			7
	1.3 Negotiate to Reassure Customers	1			6
	1.4 Identify Repeated Customer Service Problems and Avoid Repetition	1			6
<b>UNIT 2: Delivery of Reliable Service</b>					
	2.1 Procedure of Delivering Reliable Service	2	<b>4</b>	10	6
	2.2 Review and Maintain Customer Service Delivery	2			6
	2.3 Recording System to Maintain Reliable Customer Service				5
	2.4 Identify the Legal Requirements for Storage of Customer Information				5
<b>UNIT 3: Customer Relationship Management</b>					
	3.1 Improve Communication and Customer Relationship Management	2	<b>4</b>	10	7
	3.2 Balance the Need of Customer and Organization	1			6
	3.3 Exceed Customer Expectations to Develop Relationship	1			7
	3.4 Communicate and Respond Effectively to Customers in Retail Store/ Mall				5
<b>UNIT 4: Continuous Improvement in Services</b>					
	4.1 Plan Improvements in Customer Service based on Customer Feedback	1	<b>3</b>	10	7
	4.2 Describe the Mechanism for Implementation of Changes in Customer Service	1			5
	4.3 Review Changes to Promote Continuous Improvement in Customer Service	1			5
	4.4 List Improving Changes in Service				6
<b>UNIT 5: Work in Team &amp; Organization</b>					
	5.1 Demonstrate the Organization Standards by Appearance and Behaviour	2	<b>3</b>	10	7
	5.2 Support Work Team				6
	5.3 Work Effective in Organization				5
	5.4 Help in Planning of Own and Others	1			6
<b>Part - B (Employability Skills)</b>					
<b>Unit 1: Communication Skills</b>		2	<b>10</b>	-	15
<b>Unit 2: Self-management Skills</b>		2			15
<b>Unit 3: Information and Communication Technology Skills</b>		2			15
<b>Unit 4: Entrepreneurship Skills</b>		2			15
<b>Unit 5: Green Skills</b>		2			
	<b>Viva-voce</b>	Internal Assessment	5		
	<b>Direct Observation</b>	Internal Assessment	5		
	<b>Portfolio</b>	Internal Assessment	5		
	<b>Project</b>	Internal Assessment	5		
		<b>30</b>	<b>30</b>	<b>70</b>	<b>180</b>

**Practical Details for 50 marks**

Sl. No.	Topics	Unit	Marks
1	Group Discussion	1, 2, 3, 5	10
2	Role Play	1, 2, 4	10
3	Product Display and Presentation/Product Identification	1, 3, 4	10
4	Case Study	2, 3, 4	10
5	Bill/Resume/Job Application/Communication Network/Signage Making/Advertising/Designing of Forms	1, 2, 3, 4, 5	10

Retail Trade - Theory

Weightage to Questions

Type of Questions	Pattern of Questions	Distribution of Marks	No. of Questions	Marks
LA Type	Descriptive	3 Marks	2	6
SA Type	Descriptive	2 Marks	6	12
VSA Type	Fill in the Blanks	1 Mark	4	12
	True-False		4	
	MCQ		4	