

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

CONTENTS		Theory Marks	Unit Total	Practical Marks	Periods
Part - A (Vocational Skills)					
UNIT 1: Fundamentals of Retailing					
	Basics of Retailing	2	6	10	7
	Sales Associate Services to Customers	1			6
	Skills for Handling Retail Business	1			6
	Duties and Responsibilities of a Sales Associate	2			7
UNIT 2: Process of Credit Application					
	Features and Conditions for Credit Sales	2	2	10	6
	Credit Checks and Getting Authorisation				6
	Processing Credit Requisitions				5
	Techniques for Determining Creditworthiness				5
UNIT 3: Mechanism for Customers to Choose Right Products					
	Methods of Selling	2	4	10	7
	Sales Promotional Activities	1			6
	Responding to Questions and Comments				6
	Techniques of Closing a Sale	1			6
UNIT 4: Specialist Support to Customers					
	Providing Product Information	2	4	10	6
	Techniques to Encourage Customers to Buy Products	1			6
	Personalised Customer Service				5
	Post-sales Service Support	1			6
UNIT 5: Health and Safety Management					
	Health and Safety Requirements	2	4	10	7
	Equipment and Material	2			6
	Dealing with Accidents and Emergencies				6
	Reporting Accidents and Emergencies				5
Part - B (Employability Skills)					
Unit 1: Communication Skills		2	10	-	15
Unit 2: Self-management Skills		2			15
Unit 3: Information and Communication Technology Skills		2			15
Unit 4: Entrepreneurship Skills		2			15
Unit 5: Green Skills		2			
	Viva-voce		Internal Assessment	5	
	Direct Observation		Internal Assessment	5	
	Portfolio		Internal Assessment	5	
	Project		Internal Assessment	5	
		30	30	70	180

Practical Details for 50 marks

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