

**MARKETING AND SALES (412)****CLASS X (NSQF)****2018-19****TIME: 2 HOURS****Max. Marks: 50****BLUEPRINT OF SAMPLE QUESTION PAPER**

UNIT NO.	UNIT NAME	SECTION -A			SECTION -B	TOTAL
		MCQ / FILL IN THE BLANKS/ DIRECT QUESTIONS	VERY SHORT ANSWER QUESTION	SHORT ANSWER QUESTIONS	LONG/ ESSAY TYPE QUESTION	
		1 MARK EACH	2 MARKS EACH	3 MARKS EACH	5 MARKS EACH	
I	Introduction to Marketing	3	2	—	—	5
II	Marketing Process	3	—	2	—	5
III	Sales Process (I)	3	4	2	2	11
IV	Careers in selling	3	1	3	2	9
V	Skills in selling	—	—	—	1	1
<b>TOTAL QUESTIONS</b>		<b>12</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>31</b>
<b>NO. OF QUESTIONS TO BE ATTEMPTED BY A CANDIDATE</b>		<b>Any 10</b>	<b>Any 5</b>	<b>Any 5</b>	<b>Any 3</b>	<b>23</b>
<b>TOTAL MARKS</b>		<b>10x1 = 10</b>	<b>5 x 2 = 10</b>	<b>5 x 3 = 15</b>	<b>3 x 5 = 15</b>	<b>50 MARKS</b>

- This question paper contains 31 questions out of which the candidate needs to attempt only 23 questions.**
- Question paper will be divided into **two sections**:
  - SECTION A:**
    - **Multiple Choice Questions/Fill in the blanks/Direct questions:** There will be 12 questions of 1 mark each. A candidate needs to attempt any **10** questions (**Marks 10 x 1 = 10**).
    - **Very short answer type questions:** There will be 7 questions of 2 marks each. A candidate needs to attempt any 5 question. (**Marks 5 x 2 = 10**).
    - **Short answer type questions:** There will be 7 questions of 3 marks each. A candidate needs to attempt any 5 questions (**Marks 5 x 3 = 15**).
  - SECTION B:**
    - **Long answer/ Essay type questions:** There will be 5 questions of 5 marks each. Students need to attempt any 3 questions (**Marks 5 x 3 = 15**).