

MARKETING AND SALES (412)

Sample Question Paper

Class X - 2018-19

Time: 2 Hours

M.M.: 50

General Instructions:

1. Question paper is divided into two sections: Section-A and Section- B.
2. **Section–A:**
 - i. Multiple choice question/Fill in the blanks/Direct Questions of 1 mark each. Answer any 10 questions out of the given 12 questions.
 - ii. Very Short Answer of 2 marks each. Answer any 5 questions from the given 7 questions.
 - iii. Short Answer of 3 marks each. Answer any 5 questions from the given 7 questions.
3. **Section–B:** Long/Essay type questions of 5 marks each. Answer any 3 questions from the given 5 questions.
4. All questions of a particular section must be attempted in the correct order.
5. Please check that this question paper contains 31 questions out of which 23 questions are to be attempted.
6. The maximum time allowed is 2 hrs.

SECTION –A

Tick the correct answer (1mark each).

Answer any 10 questions out of the given 12 questions:

1. How many P's were formalised and developed by experts to ensure the creation and execution of a successful marketing strategy? (1)
 - a. 4 P's
 - b. 3 P's
 - c. 5 P's
 - d. None
2. The marketers of still and cement making a single marketing plan for their product(s) to be used for all customers would be known as (1)
 - a. Undifferentiated strategy
 - b. Customised marketing
 - c. Segmented marketing
 - d. Single segment marketing
3. Which of these factors is not used for evaluating the segment?k (1)
 - a. Size of the segment
 - b. Growth prospects
 - c. Accessibility of the segment
 - d. Resources of the nation

4. The segmentation done on the basis of social class, lifestyle, personality characteristics, etc. of a person is called (1)
 - a. Geographical segmentation
 - b. Behavioural segmentation
 - c. Psychographic segmentation
 - d. Understanding segmentation
5. This method of promotion is commonly used to obtain an increase in short-term sales and could involve money-off coupons (1)
 - a. Direct mail
 - b. Sales promotion
 - c. Advertising
 - d. Personal selling
6. Marketer E. Jerome McCarthy proposed a 4 P's classification in (1)
 - a. 1960
 - b. 1950
 - c. 1970
 - d. None of these
7. It has become the first presentation to beat the competitors in the modern era (1)
 - a. Website
 - b. Web marketing
 - c. Selling revolution
 - d. All of these
8. Research to understand the prospective customers' psychology and behaviour is called (1)
 - a. On the spot research
 - b. Database research
 - c. Good conversation
 - d. All of the above
9. The second step of the sales process is (1)
 - a. Prospecting
 - b. Qualifying
 - c. Handling objections
 - d. Placing presentation
10. Business relationship that involves many transactions between sellers/buyers and lasts for many years is called (1)
 - a. Functional relationship
 - b. Transactional relationship
 - c. Both (A) and (C)
 - d. None of these
11. The second name of playing the presentation is (1)
 - a. Approach
 - b. Pre-approach
 - c. Demonstration
 - d. None of these
12. A Regional Sales Manager may be promoted to (1)
 - a. Field Sales Manager
 - b. Zonal Sales Manager
 - c. Area Sales Manager
 - d. Vice-President Sales

Very Short Questions: (2 marks each).

Answer any 5 questions out of the given 7 questions:

13. Explain the significance if Marketing Mix. (2)
14. How would one make their presentation more effective? (2)
15. Name any four popular pricing techniques used as pricing strategies. (2)
16. Discuss the various sources of information used by a salesperson to collect data regarding the prospects. (2)
17. How would a salesperson close a sale:- (2)
 - a. in case of technical products
 - b. in case of non-technical products
18. Why do companies provide after-sale services? (2)
19. Prepare a list of questions to make your presentation for selling an electronic mixer-grinder. (2)

Short Questions: (3 marks each).

Answer any 5 questions out of the given 7 questions:

20. Discuss any 3 qualities of a good salesperson. (3)
21. Explain the characteristics of a good prospect. (3)
22. What are the requirements for effective segmentation? (3)
23. How does a salesman play the role of a revenue generator and that of a consultant to the customers? Explain. (3)
24. What is market-targeting? How is different from market segmentation? Explain with the help of an example. (3)
25. Define demonstration. List any 3 examples of the same. (3)
26. How does regular contact and grievance handling help in keeping customers happy? (3)

SECTION –B

Long/Essay type questions (5 marks each).

Answer any 3 questions out of the given 5 questions:

27. Explain effective negotiation skills which help in a negotiation situation. (5)
28. Discuss the various techniques of closing a sale. (5)
29. What are the responsibilities of a salesperson? (5)
30. Discuss the various types of objections faced by a salesperson. (5)
31. Nowadays, many job-related difficulties are faced by a salesperson in their selling career. Explain. (5)