

# **CBSE – DEPARTMENT OF SKILL EDUCATION**

**MARKETING & SALES (SUBJECT CODE 412)**

**MARKING SCHEME SAMPLE QUESTION PAPER**

**Class X (Session 2019–2020)**

Time: 2 Hours

Max. Marks: 50

**General Instructions:**

1. *This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.*
2. **Part A: Employability Skills (10 Marks)**
  - i. *Answer any 4 questions out of the given 6 questions of 1 mark each.*
  - ii. *Answer any 3 questions out of the given 5 questions of 2 marks each.*
3. **Part B: Subject Skills (40 Marks):**
  - i. *Answer any 10 questions out of the given 12 questions of 1 mark each.*
  - ii. *Answer any 4 questions from the given 6 questions of 2 marks each.*
  - iii. *Answer any 4 questions from the given 6 questions of 3 marks each.*
  - iv. *Answer any 2 questions from the given 4 questions of 5 marks each.*
4. *This question paper contains 39 questions out of which 27 questions are to be answered.*

## **PART A: EMPLOYABILITY SKILLS (10 MARKS)**

**Answer any 4 questions out of the given 6 questions of 1 mark each:**

1.	b) declarative	(1)
2.	a) yoga	(1)
3.	a) yes	(1)
4.	b) Shift+Ctrl+S	(1)

5.	B) non risk taking	(1)
6.	a) lithosphere	(1)

**Answer any 3 questions out of the given 5 questions of 2 marks each:**

7.	physical barrier language barrier gender barrier perpetual barrier      1/2 for each relevant point	(2)
8.	ensures greater learning more empowered and responsible individuals ensures creativity and satisfaction amongst individuals individuals become assets      1/2 for each relevant point	(2)
9.	1) place the cursor within the paragraph whose line, spacing is desired 2) select paragraph option from the format menu 3) click the indents and spacing tab from paragraph dialog 4) specify the spacing before and after the paragraph 5) specify the line spacing 6) click ok	(2)
10.	1) Business consultant 2) Business manager 3) sales manager 4) research and development	(2)

11.	<p>Humans are totally dependent upon the environment for food, water, air and other basic needs for survival.</p> <p>Ecosystem includes all of the living things in a given area interacting with each other and also with the non-living environment.</p> <p>1 relevant example supporting the meaning</p> <p>Factors causing imbalance:</p> <p>1) destruction of forests</p> <p>2) industrialisation</p> <p>1/2 *4= 2</p>	(2)
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## **PART B: SUBJECT SKILLS (40 MARKS)**

**Answer any 10 questions out of the given 12 questions:**

12.	b ) promotion	(1)
13.	d) product	(1)
14.	a) Hour-based pricing	(1)
15.	c) business markets	(1)
16.	c) both of these	(1)
17.	a) to create a distinct image in the market	(1)
18.	a) on the spot	(1)
19.	b) planning the presentation	(1)
20.	c)web marketing	(1)

21.	c) both	(1)
22.	b) moral obligation	(1)
23.	d) influencing	(1)

**Answer any 4 questions out of the given 6 questions of 2 marks each:**

24.	1) product marketing mix 2) service marketing mix 1/2 mark for each heading 1/2 mark for each explanation	(2)
25.	1) price 2) because it is imperative to understand how a customer sees what a seller is selling	(2)
26.	gender, income, benefit, age, personality any 4 points for 1/2 mark each	(2)
27.	a) objection related to product or service (1 mark) b) here, the salesman has to assure the customer about the quality, features and performance of the product (1 mark)	(2)
28.	1) for successful deal, buyer-seller relationship is required to be maintained 2) functional relationship, open and honest communication builds trust 1 mark each	(2)
29.	the way we handle our own emotions and those of others and the impact these have on both, ourselves and others (2 marks)	(2)

**Answer any 4 questions out of the given 6 questions of 3 marks each:**

30.	<ul style="list-style-type: none"> <li>1) needs and wants of the customer</li> <li>2) features and needs satisfies by those</li> <li>3) how and where can customer use it?</li> <li>4) what does it look like? how will the customer experience it?</li> <li>5) what sizes, colours, etc. should it be?</li> <li>6) its name</li> </ul> <p><math>1/2 * 6 = 3</math></p>	<b>(3)</b>
31.	<p>Direct distribution:</p> <ul style="list-style-type: none"> <li>1. Manufacturer sells directly to the customer</li> <li>2. Only financially sound companies can adopt this channel</li> <li>3. In comparison to indirect small size is covered</li> </ul> <p>Indirect distribution:</p> <ul style="list-style-type: none"> <li>1. One or more middlemen are involved for sales process</li> <li>2. Any type of manufacturers can adopt this channel</li> <li>3. Large size of markets can be covered</li> </ul>	<b>(3)</b>
32.	<p>The product features aimed at satisfying specific market needs and the price range, quality and the demographics that are intended to be targeted. (1)</p> <p>The niche market is highly specialised and aiming to survive among the competition from numerous super companies. (2)</p>	<b>(3)</b>
33.	<ul style="list-style-type: none"> <li>a) objections related to procrastination (1 mark)</li> <li>b) he should try to fix up a meeting at some future sate to move sale forward by asking them for future commitment to buy from the customer (2 marks)</li> </ul>	<b>(3)</b>
34.	<ul style="list-style-type: none"> <li>1) helps in relationship building</li> <li>2) customers' association with the organisation for a longer duration</li> <li>3) happy and satisfied customers eventually will bring more revenues for the organisation</li> </ul> <p>or any other relevant point (1 marks for each point)</p>	<b>(3)</b>
35.	<ul style="list-style-type: none"> <li>1) source</li> <li>2) target</li> <li>3) message</li> <li>4) media</li> </ul> <p>Any 3 with explanation, 1 mark each</p>	<b>(3)</b>

**Answer any 2 questions out of the given 4 questions of 5 marks each:**

36.	1) advertising 2) sales promotion 3) public relations 4) direct mail 5) personal selling 1/2 mark for each heading 1/2 mark for each explanation	(5)
37.	positioning strategies (1 mark) 1) on the basis of customer benefits 2) on the basis of price 3) on the basis of user 4) on the basis of quality or any other relevant point with explanation 1/2 mark for each heading 1/2 mark for each explanation	(5)
38.	1) sales process Steps 1) prospecting 2) qualifying 3) placing presentation 4) objections and handling them 5) closing sale 1/2 mark for each heading 1/2 mark for each explanation	(5)
39.	1) to increase sales 2) to build company's image 3) to create product knowledge 4) to guide dealers 5) to maintain and extend sales territory with explanation or any other relevant point 1 mark for each point	(5)