

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING & SALES (SUBJECT CODE-412)

CLASS IX (SESSION 2021-2022) MARKING SCHEME FOR TERM -1

Max. Time Allowed: 1 Hours

Max. Marks: 25

SECTION A

Answer any 5 questions out of the given 6 questions on Employability Skills (1 x 5 = 5 marks)

1.	d. feedback	1
2.	a. imperative	1
3.	b. Personality management	1
4.	d. Think negatively	1
5.	b. E- Readers	1
6.	a. Assembler and Compiler	1

SECTION B

Answer any 15 questions out of the given 20 questions (1 x 15 = 15 marks)

7.	b. selling concept	1
8.	c. utility	1
9.	b. arrangement of funds for advertising	1
10.	d. marketing concept	1
11.	c. sales	1
12.	b. Marketing facilitates awareness about future changes and ensure growth of sales in long run	1
13.	a. time utility	1
14.	b. availability of money with both the parties	1
15.	b. market segment	1
16.	a. gain	1
17.	c. service market	1
18.	a. similar	1
19.	b. Lower prices and lesser choices for customers	1
20.	c. virtual market	1
21.	a. Direct selling	1
22.	c. Building goodwill and educating the customers	1
23.	b. selling has to be standardized	1
24.	a. Brokers	1
25.	c. team	1
26.	c. distributors	1

SECTION C
(COMPETENCY BASED QUESTIONS)

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

27.	a. Assertion and Reason both are correct, and reason is correct explanation of assertion.	1
28.	b. economic stability	1
29.	b. Assertion and Reason both are correct, but reason is not the correct explanation of assertion.	1
30.	c. Supplementary service	1
31.	b. technical selling	1
32.	c. consultative selling	1
33.	d. No, as there are legal restrictions and only chemists can sell medicines	1