

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING & SALES (SUBJECT CODE-412)

CLASS X (SESSION 2021-2022)

MARKING SCHEME FOR SAMPLE QUESTION PAPER FOR TERM -1

Max. Time Allowed: 01 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.	b. written communication	1
2.	d. Feedback	1
3.	b. Ruhaan's statement is wrong, Rohini's statement is right	1
4.	c. Meditation	1
5.	a. Operating system	1
6.	d. Spray liquid cleaner on the keys	1

SECTION B

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

7.	b. People	1
8.	a. High	1
9.	c. Loyalty cards	1
10.	d. Place	1
11.	b. Physical distribution	1
12.	a. Penetration Pricing	1
13.	c. Direct distribution	1
14.	b. Heterogenous	1
15.	c. Brand Loyalty	1
16.	b. Single-segment marketing	1
17.	d. Positioning involves making the goods available at convenient places.	1
18.	b. Price	1
19.	c. Targeting	1
20.	a. Mass marketing	1
21.	d. Individual and institution who need the products and services and might buy them	1
22.	a. It should be made from sales person's perspective	1

23.	b. Assumption Close	1
24.	b. Qualifying	1
25.	b. Salesperson should suggest an alternative product having lesser price	1
26.	b. Flexible	1

SECTION C
(COMPETENCY BASED QUESTIONS)

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

27.	b. Process	1
28.	a. Assertion and Reason both are correct, and reason is correct explanation of assertion.	1
29.	a. Personality, social class and lifestyle	1
30.	c. Positioning	1
31.	c. Prospecting, Qualifying, Preparing presentation, Handling objections, Closing sale	1
32.	c. Objection related to procrastinating	1
33.	d. Follow-up	1