

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING & SALES (SUBJECT CODE-412)

CLASS X (SESSION 2021-2022) BLUE-PRINT FOR SAMPLE QUESTION PAPER FOR TERM -1

Max. Time Allowed: 01 Hours

Max. Marks: 25

PART A - EMPLOYABILITY SKILLS (05 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS (1 MARK EACH)
1	Communication Skills-II	2
2	Self-Management Skills-II	2
3	Information and Communication Technology Skills-II	2
TOTAL QUESTIONS		6 Questions
NO. OF QUESTIONS TO BE ANSWERED		Any 5 Questions
TOTAL MARKS		1 x 5 = 5 Marks

PART B - SUBJECT SPECIFIC SKILLS (20 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS (1 MARK EACH)
I	Sales with other functions- Introduction to Marketing Mix	9 (7 – Section B 2 – Section C)
II	Marketing Process – Segmentation, Targeting and Positioning	9 (7 – Section B 2 – Section C)
III	Sales Process	9 (6 – Section B 3 – Section C)
TOTAL QUESTIONS		27 Questions
NO. OF QUESTIONS TO BE ANSWERED		20 Questions
TOTAL MARKS		1 x 20 = 20 MARKS

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CLASS X (SESSION 2021-2022)

SAMPLE QUESTION PAPER FOR TERM -1

Max. Time Allowed: 1 Hours

Max. Marks: 25

General Instructions:

1. Please read the instructions carefully
2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
3. Section A is of 05 marks and has 06 questions on Employability Skills.
4. Section B is of 15 marks and has 20 questions on Subject specific Skills.
5. Section C is of 05 marks and has 07 competency-based questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.
8. All questions must be attempted in the correct order

SECTION A

Answer any 5 questions out of the given 6 questions on Employability Skills

(1 x 5 = 5 marks)

1.	Which of the following types of Communication is non-flexible and requires proficiency of the sender? a. Oral communication b. Written communication c. Verbal communication d. Non-verbal communication	1
2.	_____ plays an important role in communication as it tells both sender and receiver, how the message was interpreted. a. Media b. Source c. Courtesy d. Feedback	1
3.	Ruhaan and Rohini were discussing about stress in life. Ruhaan believes that stress always leads to reduction in productivity and psychosomatic disorders. Rohini is of the view that stress, if managed well, can lead to improvement in immunity. Choose the correct inference: a. Ruhaan's statement is right, Rohini's statement is wrong b. Ruhaan's statement is wrong, Rohini's statement is right c. Both Ruhaan and Rohini's statements are right d. Both Ruhaan and Rohini's statements are wrong	1

4.	It is a practice where an individual is supposed to focus his/her mind on a particular object, thought or activity to achieve a calm mental state reducing stress. Name the practice. a. Communication b. Stress management c. Meditation d. Recreation	1
5.	Software that serves as an interface between user and computer is termed as: a. Operating system b. Android c. Windows d. DOS	1
6.	Which of the following should not be done to clean a keyboard? a. Holding keyboard upside down and shaking it b. Blowing on keyboard with compressed air c. Use damp lint-free cloth to clean top of keys 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.	Which of the following elements is included in service marketing mix, but not included in product marketing mix? a. Price b. People c. Place d. Promotion	1
8.	In case the customer perceives the product value to be high, then the marketer can set the price at _____ level to make more profits. a. High b. Low c. Reasonable d. Minimum	1
9.	Which of the following is a sales promotion tool? a. You tube videos b. Advertising c. Loyalty cards d. Door-to-door selling	1
10.	Logistics and Assortment are functions included in one of the following elements of marketing mix. Identify the element. a. Product b. Price c. Promotion d. Place	1

11.	Which of the following is excluded in Promotion? a. Personal selling b. Physical distribution c. Advertising d. Public Relations	1
12.	When a firm brings out a new product into a new or existing market, it may feel that it needs to make quick sales in order to establish itself and to make it possible to produce larger quantities. It may therefore start off by offering the product at a low price. Identify the pricing strategy used by the firm. a. Penetration Pricing b. Skimming Pricing c. Cost-plus Pricing d. Premium Pricing	1
13.	Selling of products directly to customers through channels such as retail stores, markets, the internet, direct mail orders, door-to-door sales and catalogues is termed as: a. Personal selling b. Promotion c. Direct distribution d. Indirect distribution	1
14.	Segmentation needs to be done as market is _____ in nature: a. Homogeneous b. Heterogenous c. Dynamic d. Complex	1
15.	Which of the following is not a basis of demographic segmentation? a. Education b. Income c. Brand Loyalty d. Occupation	1
16.	In one of the targeting strategies, the marketer selects only one single segment out of the various segments available. The reason being that the segment is untouched has less competition. Name the Targeting Strategy reflected here. a. Customized marketing b. Single-segment marketing c. Mass marketing d. Micro marketing	1
17.	Read the given statements about Positioning and identify the incorrect statement. a. Positioning helps to create a distinct position of the product in the market. b. Positioning can be done by using both tangible as well as non-tangible features. c. Advertising, publicity and word-of-mouth helps in creating brand positioning. d. Positioning involves making the goods available at convenient places.	1

18.	The stores like Reliance Fresh and Big Bazaar have positioned themselves as 'economical stores'. Which basis of positioning is being reflected here? a. Customer benefits b. Price c. User d. Product class	1
19.	The process of evaluating each identified market segment's attractiveness and selecting which segments to enter is termed as: a. Segmentation b. Marketing c. Targeting d. Positioning	1
20.	Which targeting strategy aims at capturing sufficient volume of customers so as to gain benefit of economies of scale? a. Mass marketing b. Customer-based marketing c. Niche marketing d. Individual marketing	1
21.	Which of the following statements reflects meaning of prospect? a. Individual buyer of goods and services b. Institutional buyer of goods and services c. Individual and institutional buyers of goods and services d. Individual and institution who need the products and services and might buy them	1
22.	Which of the following is not a characteristic of effective presentation? a. It should be made from sales person's perspective b. It should give solution to customer's problem c. It should be eye-catching and involving d. It should be convincing	1
23.	"Should I get the product packed for you?" Which technique of closing the sale is being used here? a. Questioning Close b. Assumption Close c. Future Close d. Concluding Close	1
24.	After collecting the database on prospective customers from various sources, the sales person has to find out which of these prospective customers would buy the product so that he can divert his energies only to those and filter the non-productive customers. This process is called as: a. Prospecting b. Qualifying c. Closing sale d. Demonstrating	1

25.	Which of the following is correct way to handle objections related to price of product? a. Sales person should assure the customer about product quality b. Salesperson should suggest an alternative product having lesser price c. Sales person should ask customer to buy the product on a future date d. Sales person should convince the customer to buy the product immediately	1
26.	The plan of presentation (pre-approach) in sales process should be _____ in order to accommodate the situational changes. a. Rigid b. Flexible c. Attractive d. Complex	1

SECTION C
(COMPETENCY BASED QUESTIONS)

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

27.	Dominos is the only pizza brand in India that has geared all its processes to meet its famous 30-minute deadline. The various tasks to be done is performed by the store staff, in given time slots. After the order flashes on kitchen screen, pizza maker immediately begins dough stretching, saucing, spreading cheese and the required toppings. All this is done in 4 minutes. Baking takes next 6 minutes. Then, cutting and packing of pizza is done in warm bags. This process takes another 5 minutes. Further, 8 minutes are assigned for delivery. In total 23 minutes are being allotted to entire process and 7 minutes are kept as buffer for unforeseen circumstances. This way, the 30-minutes pizza home delivery promise is being fulfilled. Which element of service Marketing Mix is highlighted in the above case? a. Product b. Process c. Promotion d. People	1
28.	Assertion: A company launching unique innovative product usually charges high price, practicing skimming pricing strategy. Reason: The target market for such new and innovative product include rich class customers. a. Assertion and Reason both are correct, and reason is correct explanation of assertion. b. Assertion and Reason both are correct, but reason is not the correct explanation of assertion. c. Assertion is correct, but reason is not correct. d. Assertion and Reason both are not correct.	1

29.	<p>Which of the following are bases of psychographic segmentation?</p> <ul style="list-style-type: none"> a. Personality, social class and lifestyle b. Occasions, loyalty-status and user-status c. Gender, income and education d. Personality, education and loyalty-status 	1
30.	<p>Coca-Cola came into market first in 1886. It has been continually reinventing itself slogan after slogan. The slogans adopted by Coca-Cola, in chronological order, are as follows – Drink Coca-cola; Thirst asks nothing more; All you want is a coke; America’s Real Choice; Coca-Cola Enjoy and Open Happiness. Which marketing process is being discussed above?</p> <ul style="list-style-type: none"> a. Selling b. Targeting c. Positioning d. Segmentation 	1
31.	<p>Identify the correct order of various steps to be undertaken in sales process:</p> <ul style="list-style-type: none"> a. Preparing presentation, Prospecting, Qualifying, Handling objections, Closing sale b. Qualifying, Preparing presentation, Prospecting, Handling objections, Closing sale c. Prospecting, Qualifying, Preparing presentation, Handling objections, Closing sale d. Prospecting, Preparing presentation, Qualifying, Handling objections, Closing sale 	1
32.	<p>Mr. Shamsheer Singh, working in a reputed electronics showroom, gave presentation to Ms. Divya Chawla, prospect for air fryer. Though the presentation was very effective and Ms. Divya was quite convinced to buy the same but started giving excuses that she will come again later and she needs her husband’s opinion so she will re-visit the store some other day to buy the product. Which type of objection is being raised by Ms. Divya Chawla in the above case?</p> <ul style="list-style-type: none"> a. Concealed objection b. Objection related to product c. Objection related to procrastinating d. Objection related to price 	1
33.	<p>Which step of Sales process helps in ensuring repeat sales and builds customer loyalty?</p> <ul style="list-style-type: none"> a. Demonstration b. Presentation c. Handling objections d. Follow-up 	1