

CBSE – DEPARTMENT OF SKILL EDUCATION

Marketing & Sales (SUBJECT CODE 412)

Sample Question Paper

Class X (Session 2019–2020)

Time: 2 Hours

Max. Marks: 50

General Instructions:

- This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.*
- Part A: Employability Skills (10 Marks)**
 - Answer any 4 questions out of the given 6 questions of 1 mark each.*
 - Answer any 3 questions out of the given 5 questions of 2 marks each.*
- Part B: Subject Skills (40 Marks):**
 - Answer any 10 questions out of the given 12 questions of 1 mark each.*
 - Answer any 4 questions from the given 6 questions of 2 marks each.*
 - Answer any 4 questions from the given 6 questions of 3 marks each.*
 - Answer any 2 questions from the given 4 questions of 5 marks each.*
- This question paper contains 39 questions out of which 27 questions are to be answered.*
- All questions of a particular part/section must be attempted in the correct order.*
- The maximum time allowed is 2 hrs.*

PART A: EMPLOYABILITY SKILLS (10 MARKS)

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

1.	Sushma Swaraj was a good orator. identify the type of sentence. a) imperative b) declarative c) interrogative d)exclamatory	(1)
2.	Identify Astress management technique which includes a series of postures and breathing exercise a) yoga b) physical exercise c) meditation d) enjoying	(1)
3.	Small amount of stress have a positive effect and they help us stretch ourselves to new level a) yes b)no c)can't say	(1)
4.	Identify the keyboard shortcut for 'Save As' a) Ctrl+s b) Shift+Ctrl+S c) Ctrl+A d) Ctrl+Z	(1)
5.	Which is NOT the quality of an entrepreneur a) self-discipline b) non-risk taking c) persistence d) creative thinking	(1)
6.	It includes rocks and soil found on the surface of the earth. Identify: a) lithosphere b) hydrosphere c) biosphere d) environment	(1)

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

7.	Discuss any two barriers to effective communication	(2)
8.	explain the role of working independently	(2)
9.	List down the steps to set line spacing	(2)
10.	Discuss any 4 jobs you can get with entrepreneurship degree	(2)
11.	Explain the relationship between society and environment, ecosystem and doctors causing imbalance.	(2)

PART B: SUBJECT SKILLS (40 MARKS)

Answer any 10 questions out of the given 12 questions:

12.	Which P is just the communication aspect of the entire marketing function: a) Product; b) Promotion; c) Price; d) Place	(1)
13.	Which is NOT the variable of the service marketing mix: a) People; b) Process; c) Physical evidence; d) Product	(1)
14.	Which is the most suitable pricing for business writing essays: a) Hour based pricing; b) cost plus; c) Penetration; d) Skimming	(1)
15.	Which would not be a factor of demographic segmentation: a) Age group; b) Income level; c) Business markets; d) Occupational structure	(1)
16.	Select the best basis of segmentation for toys from the following: a) Infants; b) Children; c) Both; d) None of the above	(1)
17.	Positioning helps: a) To create a discreet image in the market; b) To identify the segments; c) To enter the segments; d) All the Above	(1)
18.	Asking a lot of questions to the customer when he comes to buy a product is called: a) On the spot; b) Prospect; c) Lead; d) Placing presentation	(1)
19.	What is the other name of Pre- Approach: a) Prospect; b) Planning the presentation; c) Placing the presentation; d) Prospecting	(1)
20.	Today's traditional selling is being replaced with: a) Value price; b) Convincing customers; c) Web marketing; d) None of these	(1)
21.	Salesman can help distributors in point of purchase promotion by : a) Window display; b) Counter display; c) Both; d) None of these	(1)
22.	Business ethics deals primarily with a) social responsibility b) moral obligation c) the pricing of products d) being unfair to the competition	(1)
23.	Being able to persuade others and negotiate to reach an agreement is called a) handling b) emphasising c) negotiating d) influencing	(1)

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

24.	Explain the types of marketing mix	(2)
25.	Which element of marketing mix is also affected by distribution plans; value chain costs and why?	(2)
26.	List the possible basis for segmenting face cream	(2)
27.	If a potential customer doubts the capability of the product and he is not ready to believe his words. a) Identify the type of objection stated above; b) How sales man would handle the same	(2)
28.	Discuss the role of salesman in relationship building	(2)
29.	Describe the meaning of emotional quotient	(2)

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

30.	There are certain queries which a manufacturer must understand before launching a product successfully in the market. Discuss	(3)
31.	Distinguish between direct distribution and indirect distribution	(3)
32.	What is meant by Niche marketing? When should a marketer adopt this strategy	(3)
33.	If a customer says "I will come later because I need to ask by elders before buying": a) Identify the type of objection stated above b) How the salesman will handle the above identified objection	(3)
34.	After sales service are helpful in creating customer satisfaction and customer loyalty. Explain how?	(3)
35.	Discuss any 3 elements required in a typical communication.	(3)

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

36.	Explain any 5 types of communication strategies and techniques	(5)
37.	Explain the strategies used by a producer to create a place for his product in the market in relation to competitor's product	(5)
38.	This process is not a Rule of Thumb but a better way of handling a sale based on the experiences of various sales persons. Identify and explain the process.	(5)
39.	Discuss various responsibilities of a salesperson.	(5)