

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MARKETING & SALES (SUBJECT CODE: 412)

### Marking Scheme of Sample Question Paper Class X (Session 2020-2021)

Max. Time: 2 Hours

Max. Marks: 50

#### General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **21 questions** in two sections: Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (5 + 16 =) 21 questions, a candidate has to answer (5 + 10 =) 15 questions in the allotted (maximum) time of 2 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (24 MARKS):**
  - i. This section has 05 questions.
  - ii. Marks allotted are mentioned against each question/part.
  - iii. There is no negative marking.
  - iv. Do as per the instructions given.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (26 MARKS):**
  - i. This section has 16 questions.
  - ii. A candidate has to do 10 questions.
  - iii. Do as per the instructions given.
  - iv. Marks allotted are mentioned against each question/part.

## SECTION A: OBJECTIVE TYPE QUESTIONS

<b>Q. 1</b>	<b>Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)</b>	
i.	A) Written communication	1
ii.	Operating system	1
iii.	D) Yoga	1
iv.	B) Self regulation	1
v.	A) Fosters creativity	1
vi.	C) Oxford English Dictionary	1

<b>Q. 2</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	B) Marketing strategy	1
ii.	A) Database	1
iii.	C) Place	1
iv.	D) Hour based pricing	1
v.	A) Public Relation	1
vi.	B) To satisfy consumers with different price perceptions	1

<b>Q. 3</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	A) Segmentation	1
ii.	B) Differentiated Strategy	1
iii.	false	1
iv.	C) Demographic	1
v.	A) To understand a customer's psychology and behavior	1
vi.	True	1

<b>Q. 4</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	A) A target market	1
ii.	C) Objections & handling objections	1
iii.	A) Pre- approach	1
iv.	Yes	1
v.	C) Vastness and complexity of industry and commerce	1
vi.	A) Extensive	1

<b>Q. 5</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	D) Sales management	1
ii.	A) Geographical	1
iii.	B) Service marketing mix	1
iv.	D) 1960	1
v.	B) Non accessible	1
vi.	D) Psychographic	1

## **SECTION B: SUBJECTIVE TYPE QUESTIONS**

**Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)**

**Answer each question in 20 – 30 words.**

<b>Q. 6</b>	a) Language b) Cultural difference c) Emotional Barriers d) Physical barriers	2
<b>Q. 7</b>	a) Double click the computer icon b) Select the drive in which you want to create a new folder c) Window will open up showing files & folders click new folder on the tool bar	2
<b>Q. 8</b>	a) Increased immunity b) longitivity c) Physical trend d) Focused & concentration trend	2
<b>Q. 9</b>	a) Production & Operations b) Marketing c) Finance & Accounting d) Human resource management	2
<b>Q. 10</b>	a) Population b) Poverty c) Issue of climate change d) Lack of awareness & sensitivity	2

**Answer any 4 out of the given 6 questions in 20 – 30 words each (2 x 4 = 8 marks)**

<b>Q. 11</b>	Significance of marketing mix:- a) It helps in pursuing consumer- oriented marketing as it serves as a direct link between the organization & its customers thus focusing on the satisfaction of customers. b) It gives consideration to the various elements of marketing system. ( Any other relevant point)	2
<b>Q. 12</b>	1) Increasing sales & higher profits 2) Helps in meeting the requirement of different types of customers 3) Right type of channel of distribution 4) A direct link between the organization & its customers	2
<b>Q. 13</b>	Evaluating & comparing the various segments to see their attractiveness & deciding as to which segment the marketer should focus.	2
<b>Q. 14</b>	Simple, Problem solving, Eye catching, Convincing	2
<b>Q. 15</b>	He should have the abilities to communicate & convince the prospects, skillfully handling the questions uncover problems & needs of the prospects.	2
<b>Q. 16</b>	For increasing the opportunities for new business opening, better business relationship, builds confidence & create goodwill to maintain relationship with clients, customers & fellow colleagues.	2

**Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)**

<b>Q. 17</b>	a) Negotiation b) Effective negotiation skills (i) Preparing for a meeting (ii) Discussion (iii) Proposing	4
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<b>Q. 18</b>	Salesman can help the distributor in promotional activities & may position the product in the market by informing customers & prospective customers through information communication network.	<b>4</b>
<b>Q. 19</b>	<ul style="list-style-type: none"> <li>a) To plan for unique challenges</li> <li>b) To understand those problems that the product is attempting to solve</li> <li>c) USP &amp; need to be understood &amp; studied.</li> <li>d) Need of potential buyers to be identified &amp; understood.</li> </ul>	<b>4</b>
<b>Q. 20</b>	<p>Evaluating &amp; comparing the various segments to see their attractiveness &amp; deciding as to which segment the marketer should focus.</p> <ul style="list-style-type: none"> <li>a) Undifferentiated Strategy, b) Concentrated marketing, c) Segmented marketing, d) Individual marketing</li> </ul>	<b>4</b>
<b>Q. 21</b>	<p>Follow- up is the last step.</p> <p>If the salesperson wants to make the customer feel satisfied &amp; delighted with the sale, he should fix up a follow-up call with the customers. This is done to ensure that the proper installation has been done&amp; that customer is comfortable while using the product.</p>	<b>4</b>