

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING & SALES (SUBJECT CODE: 412)

Blue print for Sample Question Paper for Class X (Session 2020-2021)

Max. Time: 2 Hours

Max. Marks: 50

PART A - EMPLOYABILITY SKILLS (10 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	
1	Communication Skills-II	1	1	2
2	Self-Management Skills-II	2	1	3
3	Information and Communication Technology Skills-II	1	1	2
4	Entrepreneurial Skills-II	1	1	2
5	Green Skills-II	1	1	2
TOTAL QUESTIONS		6	5	11
NO. OF QUESTIONS TO BE ANSWERED		Any 4	Any 3	
TOTAL MARKS		1 x 4 = 4	2 x 3 = 6	10 MARKS

PART B - SUBJECT SPECIFIC SKILLS (40 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	DESCRIPTIVE/ LONG ANS. TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	4 MARKS EACH	
1	Introduction to marketing mix	8	2	1	11
2	Marketing process	8	1	1	10
3	Sales process	5	1	1	7
4	Careers in selling	3	1	1	5
5	Skills in selling		1	1	2
TOTAL QUESTIONS		24	6	5	35
NO. OF QUESTIONS TO BE ANSWERED		Any 20	Any 4	Any 3	27
TOTAL MARKS		1 x 20 = 20	2 x 4 = 8	4 x 3 = 12	40 MARKS

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Max. Time: 2 Hours

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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

Q.1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	Which type of communication has an advantage of meticulous presentation? A) Written communication B) Verbal communication C) Facial expression D) None of these	1
ii.	Name the software that serves as an interface between the user and the computer.	1
iii.	Which out of these is NOT a stress causing agent? A) Physical B) Mental C) Social D) Yoga	1
iv.	It helps individuals to chart their ways for working independently. A) Self motivation B) Self regulation C) Self awareness D) None of these	1
v.	Which out of these is the positive impact of entrepreneurship on society: A) Fosters creativity B) Discouraging welfare of society C) Accentuates problems of society D) Low efficiency	1
vi.	Green Economy as biological economy that is concerned with renewable energy, green buildings, clean transportation waste and land management. Who defined it? A) Collins B) Collins English dictionary C) Oxford English dictionary D) None of these	1

Q.2	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Through the use of this tool, the attempt is to satisfy both the customer and seller. Identify the tool stated in the above sentence A) Marketing mix B) Marketing strategy C) Combination of the marketing devices D) All of these	1

ii.	To find out the need of the product and the one who can afford it the salesman need to create a ——— of prospective customers A) Database B) Prospect C) Capability to pay D) None of these.	1
iii.	Where do buyers look for your product? Which element of marketing mix is related with this statement? A) Product B) Price C) Place D) Promotion	1
iv.	For writing an article in the newspaper which pricing technique will be used by you for making payment? A) Cost plus pricing B) Penetration C) Skimming D) Hour based pricing	1
v.	Before the launch of a movie favorable image pitching the media is created. Which technique of promotion is highlighted with this example? A) Public relations B) Internet marketing C) Direct mail D) Sales promotion	1
vi.	Worldwide fast food chains of restaurants offer BCV products@ rs60 to rs70 and the BA products @ rs30 to rs40. Why? A) To satisfy consumer B) To satisfy consumers with different price perceptions C) Awareness of their product D) None of these	1

Q.3	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Johnson baby oil is meant for tiny toddlers. What is it? A) Segmentation B) Targeting C) Positioning	1
ii.	Which marketing strategy also means more cost to the company? A) Undifferentiated strategy B) Differentiation strategy C) Single-segment marketing D) Customized marketing	1
iii.	State whether the statement is TRUE OR FALSE. Collecting information about customers is called Customization.	1

iv.	Due to corona all of us stopped eating outside an awareness of social distancing has been widespread and hence we all stopped taking services from various members of the society. It is an example of A) Psychographic B) Geographic C) Demographic D) Behavioral	1
v.	Why is On the Spot research carried out? A) To understand a customer's psychology and behavior B) To understand a customer's psychology and capability C) To understand a customer's behavior and capability D) To understand a customer's behavior and psychology	1
vi.	State whether the statement is TRUE OR FALSE. For cheaper products the shorter sales process can be adopted.	1

Q.4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	What else must a successful marketing strategy have apart from a marketing mix? A) Target market B) Marketing system C) Promotional activities D) None of these	1
ii.	Customer's curiosity is satisfied in it. A) Prospecting B) Qualifying C) Objections and handling objections D) Planning the presentation	1
iii.	Which out of these is a mental exercise? A) Pre-approach B) Prospecting C) Qualifying D) Approach	1
iv.	Can non-tangible features be added to position a product in the market?(YES or NO)	1
v.	What has made buying and selling a complicated matter today? A) Vastness and complexity of industry B) Vastness and complexity of commerce C) Vastness and complexity of industry and commerce D) None of these	1

vi.	A sales manager while making strategies and achieving targets has to make ----- study on different issues. A) Extensive B) Win rate C) Intensive D) All of these	1
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Q.5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	The financial results of an organization depends on the performance of its ----. A) Sales manager B) Sales C) Company profitability D) Sales management	1
ii.	Dividing the whole market on the basis of regions, states and climate. It is the example of which base of segmentation? A) Geographical B) Demographic C) Psychographic D) Behavioral	1
iii.	People, process and physical evidence are the elements of----. A) Service B) Service marketing mix C) Intangible D) Marketing mix	1
iv.	Since when classification of 4p's is in use by marketers throughout the world? A)1952 B)1950 C)1962 D)1960	1
v.	Which OUT of these is NOT requirement for effective segmentation? A) Measurable segmentation B) Non accessible C) Large D) Feasible	1
vi.	I LOVE to wear branded clothes. This statement is related to which type of segmentation? A) Geographic B) Demographic C) Behavioral 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.

Q.6	Enlist some common barriers to effective communication.	2
Q.7	Enlist the steps you will undertake to create a new folder.	2
Q.8	Discuss the advantages of stress management (any four)	2
Q.9	Discuss the commercial functions performed by an entrepreneur.	2
Q.10	Discuss the various problems related to sustainable development.	2

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

Q.11	Explain the significance of Marketing Mix in Marketing.	2
Q.12	What benefits will the organization reap if a proper marketing mix is determined?	2
Q.13	What is the aim of market targeting?	2
Q.14	How will you make your presentation more effective?	2
Q.15	Why is it said that the salesperson needs to be a good communicator?	2
Q.16	Discuss the role of an impressive social behavior in marketing and sales for a salesman	2

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

Q.17	A process used for resolving conflict between two or more parties or group to come up with an agreement that is acceptable for both to avoid conflicts between the parties. Identify the process discussed in the above lines and enlist a few skills required by the salesman so that an acceptable agreement can be made by the both parties.	4
Q.18	How does sales-person guide dealers by creating products knowledge in the market?	4
Q.19	Discuss the relevance of understanding and following a logical product life cycle for marketers.	4
Q.20	Discuss the various strategies of market targeting.	4
Q.21	Name the last step in the selling process. What does a salesperson do in it?	4