

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING & SALES (SUBJECT CODE: 412)

CLASS IX (SESSION 2021-2022)

MARKING SCHEME FOR SAMPLE QUESTION PAPER FOR TERM - II

Max. Time Allowed: 1 Hour (60 min)

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.
 - a) Questions numbers 1 to 4 are one mark questions. Attempt any three questions.
 - b) Questions numbers 5 and 6 are two marks questions. Attempt any one question.
4. Section B is of 12 marks and has 12 questions on Subject Specific Skills.
 - a) Questions numbers 7 to 12 are one mark questions. Attempt any four questions.
 - b) Questions numbers 13 to 18 are two marks questions. Attempt any four questions.
5. Section C is of 08 marks and has 03 competency-based questions.
 - a) Questions numbers 19 to 21 are four marks questions. Attempt any two questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.

SECTION A

(3 + 2 = 5 marks)

Answer any 3 questions out of the given 4 questions.		1 x 3 = 3
Ans.1	Manufacturing business	1
Ans.2	A micro enterprise is a business enterprise where the investment in plant and machinery or equipment is not more than INR 1 crore and turnover does not exceed INR 5 crores.	1
Ans.3	Two benefits of green economy: <ul style="list-style-type: none">• More employment• More investment options• Less health hazards Or any other correct benefit ½ mark for each benefit	1
Ans.4	Environment consists of the particular natural surroundings in which we live or exist, considered in relation to their physical characteristics or weather conditions	1
Answer any 1 question out of the given 2 questions.		2 x 1 = 2
Ans.5	Challenges for Entrepreneurship Development (any four): <ul style="list-style-type: none">• Lack of continued motivation• Lack of formal education• Low technical knowledge• Absence of managerial skills• Inadequate infrastructure and resources• Lack of finance availability ½ mark for mentioning each challenge	2

Ans.6	Ecological Imbalance is caused when natural or a man-made disturbance disrupts the natural balance of an ecosystem. Example – deforestation or pollution leads to causing of ecological imbalance.	2
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SECTION B

(4 + 8 = 12 marks)

Answer any 04 questions out of the given 06 questions		1 x 4 = 4
Ans.7	Rahul is a customer as well as a consumer.	1
Ans.8	Loyal customers	1
Ans.9	Disposition phase provides information what buyers do with the product once it is being consumed fully.	1
Ans.10	Aim of a good salesman should be to increase sales volume on one hand and customer satisfaction on the other.	1
Ans.11	First two steps of order processing are - <ul style="list-style-type: none"> • Verification • Picking ½ mark for each	1
Ans.12	Marketers can create public awareness by advertising and promotion.	1
Answer any 04 questions out of the given 06 questions		2 x 4 = 8
Ans.13	Acquired needs are generally physiological and considered secondary as the consumer's buying behavior also depends on factors like, social (affection friendship) culture (belief, value, religion etc.) or environment, safety needs, (physical damage), security (losing a job), esteem (Power, status), Self-actualization (achievements and growth).	2
Ans.14	Shivani is a potential customer. 1 Mark A salesman should use his knowledge and understanding to present positive features o about the products, so that customer can develop a sense of interest and then can and make a purchase of the product. 1 Mark	2
Ans.15	DIFFERENCE BETWEEN CUSTOMER AND CONSUMER: <ol style="list-style-type: none"> 1. The person who buys the goods and services from the seller is known as a customer. The person who uses the goods and services is known as a consumer. 2. Customer is also called or known as buyer or client whereas the consumer is the ultimate user of the goods and services for direct use or ownership rather than for re-sale or use in production and manufacturing. OR any other correct point of difference. 1 Mark for each point of difference	2
Ans.16	Daily Sales Reporting is the process of reporting to the superiors about the day's sales performance by the salesmen. 1 Mark These types of reports help sales managers sitting in firm to ascertain how to secure more and larger orders and also plan for meeting the predetermined sales targets. 1 Mark	2

Ans.17	<p>Two types of Support Personnel include: Missionary salespeople and Technical specialists.</p> <p style="text-align: right;">1 Mark</p> <p>Missionary salespeople spread information regarding new goods or services, describe attributes and leave material to educate customers. They build goodwill of the firm.</p> <p style="text-align: right;">½ Mark</p> <p>Technical salespersons offer technical assistance to current customers. They are usually trained engineers appointed by the company.</p> <p style="text-align: right;">½ Mark</p>	2
Ans.18	<p>A marketer is a person who identifies goods and services desired by a set of consumers, as he has true understanding of the target market. ½ mark</p> <p>Marketers can ensure customer satisfaction by following steps given below:</p> <ul style="list-style-type: none"> • identification of target customers of target market • understanding of needs and wants of customers • developing products or services as per the needs and wants of customers <p style="text-align: right;">1 ½ mark</p>	2

**SECTION C
(COMPETENCY BASED QUESTIONS)**

(2 x 4 = 8 marks)

Answer any 02 questions out of the given 03 questions		
Ans.19	<p>Personal factors reflected in the case.</p> <p>Mark</p> <p>Other three factors influencing buyer behaviour:</p> <p>(a) Motivation: Motivation is the driving force within individuals that impels or compels them to take action. Simple stated, this driving force is produced by a state of tension which exists as the result of unfulfilled needs.</p> <p>(b). Perceptions: it has been observed that two people with the same level of motivation and in the same situation act differently because of different perception. Perception is an individual process. It depends on personal beliefs, experience, needs, moods and expectations</p> <p>(c) Occupation: A person's occupation is an important social status indicator. Marketers always keep this factor while targeting market for their products or services. For example – the buying pattern of professionals like lawyers, doctors, a taxi driver, a medical representatives and a teacher will not be alike.</p> <p style="text-align: right;">3 Marks</p> <p>Or any other correct factor.</p> <p>(½ mark for mentioning the factor and ½ mark for explanation of each)</p>	4

Ans.20	<p>Sumit is correct as marketing is much wider concept than selling and it includes selling.</p> <p style="text-align: right;">1 Mark</p> <p>Marketers follow customer-satisfaction approach, whereas sales personnel follow product-focus approach</p> <ul style="list-style-type: none"> • Starting point of selling is factory, where goods are produced. The starting point of marketing is target market • Main aim of selling is to maximise sales but main aim of marketing is to maximise customer satisfaction. <p style="text-align: right;">1 Mark each</p>	4
Ans.21	<p>Various new ways of money collection include –</p> <ul style="list-style-type: none"> • Use of debit cards/credit cards, swiping the card and making payment • Electronic funds transfer • Cash-on-delivery (COD) • Real Time Gross Settlement (RTGS) – used in case of large payments <p>OR any other correct point (½ mark for each point and ½ mark for explanation)</p>	4