

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING & SALES (SUBJECT CODE-412)

CLASS IX (SESSION 2021-2022)
BLUE-PRINT 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)
1.	Introduction to Marketing and Sales	9
2.	Concept of Market	9
3.	Basic concept of Sales and Selling	9
TOTAL QUESTIONS		27 Questions
NO. OF QUESTIONS TO BE ANSWERED		20 Questions
TOTAL MARKS		1 x 20 = 20 MARKS

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MARKETING & SALES (SUBJECT CODE-412)

CLASS IX (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.	In reference to communication process, the receiver's response to the message sent by sender is termed as: a. Reply b. Outcome c. Revert d. Feedback	1
2.	Which of the following kinds of sentences involve giving a command? a. Imperative b. Declarative c. Interrogative d. Exclamatory	1
3.	Dressing in a prim proper way for school, friend's place or for playground creates good and favorable impression. It reflects one of the self-management skills. Name it. a. Time management b. Personality management c. Stress management d. Self-confidence	1

4.	Which one of the following tips does not help in building self-confidence? a. Getting rid of negative thoughts b. Interacting with positive people c. Staying hygienic and smart d. Think negatively	1
5.	_____are electronic devices that can hold hundreds of books in digital form. They are portable, have a long battery life. a. Smart boards b. E-Readers c. Tablets d. Library	1
6.	Which of the following are language processors? a. Assembler and Compiler b. UNIX and Interpreter c. Norton and Winzip d. Compiler and UNIX	1

SECTION B

Answer any 15 questions out of the given 20 questions

(1 x 15 = 15 marks)

7.	Under which concept of Marketing, it is presumed that customers will not buy unless they are approached and convinced for the same? a. Production concept b. Selling concept c. Marketing concept d. Societal Marketing concept	1
8.	_____ is the consumer's estimate of the product's overall capacity to satisfy his or her needs. a. Potential b. Income c. Utility d. Price	1
9.	Which of the following is not a responsibility of sales organization? a. Collection of credit sales b. Arrangement of funds for advertising c. Timely execution of orders d. Keeping stock for meeting demand	1
10.	Winning the confidence of customer is as good as fulfilling the goals of the organization. Identify the Marketing concept highlighted here. a. Production concept b. Product concept c. Selling concept d. Marketing concept	1

11.	<p>The _____ department consists of persons working together for effective marketing of products manufactured by the firm. It is the department which coordinates and provides an efficient, economic and flexible administrative set up to ensure timely movement of products from the buyers to the sellers.</p> <ul style="list-style-type: none"> a. Production b. Research c. Sales d. Purchase 	1
12.	<p>Without Marketing, Sales suffer! The above phrase implies:</p> <ul style="list-style-type: none"> a. Marketing and sales both have to work for success b. Marketing facilitates awareness about future changes and ensure growth of sales in long run c. Sales should be done after marketing d. Marketing is a part of sales 	1
13.	<p>Which utility is created by warehousing?</p> <ul style="list-style-type: none"> a. Time utility b. Place utility c. Information utility d. Possession utility 	1
14.	<p>Which of the following is not a required condition for an exchange to take place?</p> <ul style="list-style-type: none"> a. Presence of at least two parties b. Availability of money with both the parties c. Both the parties being capable of communication and delivery d. Both the parties having freedom to accept or reject the offer 	1
15.	<p>A _____ is that portion of a larger market which individuals, groups or organization share one or more characteristics that causes them to have relatively similar products' needs.</p> <ul style="list-style-type: none"> a. Target market b. Market segment c. Niche market d. Competitive segment 	1
16.	<p>In case of highly competitive market, customers are likely to _____:</p> <ul style="list-style-type: none"> a. Gain b. Lose c. Increase d. decrease 	1
17.	<p>Hospitals, schools, colleges, banks etc can be categorized as:</p> <ul style="list-style-type: none"> a. Demographic market b. Domestic market c. Service market d. Territorial market 	1

18.	<p>When two or more business sells _____ items of goods or services they are called competitors and identifying competing business in their community.</p> <ul style="list-style-type: none"> a. Similar b. Branded c. Complimentary d. Valuable 	1
19.	<p>Which of the following is not a benefit of competition?</p> <ul style="list-style-type: none"> a. Creativity and innovation by companies b. Lower prices and lesser choices for customers c. No price dictatorship d. Greater variety of competitive products 	1
20.	<p>Which market is characterized by absence of physical interaction between buyers and sellers?</p> <ul style="list-style-type: none"> a. Product market b. Service market c. Virtual market d. Demographic market 	1
21.	<p>Online selling, Network marketing, selling through televisions and direct mail are the examples of:</p> <ul style="list-style-type: none"> a. Direct selling b. Relationship selling c. Team selling d. Partnership selling 	1
22.	<p>Missionary selling involves:</p> <ul style="list-style-type: none"> a. Providing mission to achieve pre-determined sales targets b. Use of creative and innovative presentation to impress customers c. Building goodwill and educating the customers d. Converting prospects into customers and non-users into users 	1
23.	<p>Which of the following is not a characteristic of selling?</p> <ul style="list-style-type: none"> a. Selling creates desire for products b. Selling has to be standardized c. Selling facilitates execution of business transaction d. Selling facilitates economic growth 	1

24.	Agents are also called as: a. Brokers b. Wholesalers c. Retailers d. Distributors	1
25.	_____ selling is a group of people representing the sales department and other areas in a firm, all sharing a common goal of increased sales. They do the selling job together. a. Personal b. Product c. Team d. Relationship	1
26.	Name the intermediaries who take ownership of the products and sell them at profit to other intermediaries. They deal in complementary products. a. Wholesalers b. Agents c. Distributors d. Retailers	1

SECTION C
(COMPETENCY BASED QUESTIONS)

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

27.	Assertion: Product concept does not remain profitable in the long run for marketers. Reason: Product concept focuses on improving quality of product and overlooks the needs and wants of 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
28.	For maintaining the balance between the production and consumption (demand and supply), marketing is necessary. Marketing ensures stable price in the market and can reduce price fluctuations to a large extent. Which point of importance of Marketing to society is reflected here? a. Creates utility b. Economic stability c. Increase in profitability d. Employment opportunity	1

29.	<p>Assertion: Every business transaction cannot be called as exchange. Reason: Exchange is an act of obtaining a desired product or service from someone by offering something in return.</p> <ol style="list-style-type: none"> Assertion and Reason both are correct, and reason is correct explanation of assertion. Assertion and Reason both are correct, but reason is not the correct explanation of assertion. Assertion is correct, but reason is not correct. Assertion and Reason both are not correct. 	1
30.	<p>Shantanu Restaurant, based in Delhi, provides free home delivery up to 10 kilometers, for all orders of value above Rs. 1,000. Name the type of service referred to here.</p> <ol style="list-style-type: none"> Core service Catering service Logistics service Supplementary service 	1
31.	<p>The sales executive from Rounak Healthcare Enterprises went to City Hospital to provide demonstration to doctors for latest Radiography equipment. After the presentation and demonstration, order for five equipments was placed by the hospital. This is an example of:</p> <ol style="list-style-type: none"> Selling through selected distribution outlets Technical selling Creative selling Virtual selling 	1
32.	<p>Himanshu, a boy studying in Class IX, went to a barber and asked for getting 'Taper Fade haircut'. Although the barber was not aware of such a haircut, but Himanshu explained to him and also showed a few pictures on google and got the same stylish haircut done. Identify the type of selling reflected here:</p> <ol style="list-style-type: none"> Developmental selling Relationship selling Consultative selling Trade selling 	1
33.	<p>The owner of Great Grocery Store wishes to sell medicines along with other grocery items in order to ensure more sale revenue and profits. Can he do so?</p> <ol style="list-style-type: none"> Yes, as he can buy medicine from pharma company and sell to customers Yes, as he can make more profits and ensure customer satisfaction by selling medicines No, as customers will not like to buy medicines from grocery stores No, as there are legal restrictions and only chemists can sell medicines 	1