

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MARKETING & SALES (SUBJECT CODE: 412)

### CLASS IX (SESSION 2021-2022) BLUE-PRINT FOR SAMPLE QUESTION PAPER FOR TERM -II

Max. Time Allowed: 1 Hour (60 min)

Max. Marks: 25

#### PART A - EMPLOYABILITY SKILLS (05 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS - VSA (1 MARK EACH)	NO. OF QUESTIONS - SA (2 MARKS EACH)	NO. OF QUESTIONS - LA (4 MARKS EACH)	TOTAL NUMBER OF QUESTIONS
4	Entrepreneurial Skills-II	2	1	-	3
5	Green Skills-II	2	1	-	3
<b>TOTAL QUESTIONS</b>		<b>4</b>	<b>2</b>	<b>-</b>	<b>06</b>
<b>NO. OF QUESTIONS TO BE ANSWERED</b>		<b>Any 3</b>	<b>Any 1</b>	<b>-</b>	<b>04</b>
<b>TOTAL MARKS</b>		<b>3 x 1 = 3 Marks</b>	<b>1 x 2 = 2 Marks</b>	<b>-</b>	<b>05 Marks</b>

#### PART B - SUBJECT SPECIFIC SKILLS (20 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS - VSA (1 MARK EACH)	NO. OF QUESTIONS - SA (2 MARKS EACH)	NO. OF QUESTIONS - LA (4 MARKS EACH)	TOTAL NUMBER OF QUESTIONS
4.	Understanding customer and consumer	03	03	01	07
5.	Activities in sales and marketing	03	03	02	08
<b>TOTAL QUESTIONS</b>		<b>06</b>	<b>06</b>	<b>03</b>	<b>15</b>
<b>NO. OF QUESTIONS TO BE ANSWERED</b>		<b>04</b>	<b>04</b>	<b>02</b>	<b>10</b>
<b>TOTAL</b>		<b>4 x 1 = 04</b>	<b>4 x 2 = 08</b>	<b>2 x 4 = 08</b>	<b>20</b>
<b>TOTAL MARKS</b>		<b>25 MARKS</b>			

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## MARKETING & SALES (SUBJECT CODE: 412)

CLASS IX (SESSION 2021-2022)  
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)

<b>Answer any 3 questions out of the given 4 questions.</b>		<b>1 x 3 = 3</b>
<b>Q.1</b>	Which type of business involves conversion of raw materials into useful products for sale?	<b>1</b>
<b>Q.2</b>	State the meaning of Micro Enterprise.	<b>1</b>
<b>Q.3</b>	Name any two benefits of Green economy.	<b>1</b>
<b>Q.4</b>	Define Environment.	<b>1</b>
<b>Answer any 1 question out of the given 2 questions.</b>		<b>2 x 1 = 2</b>
<b>Q.5</b>	List any four challenges for Entrepreneurship Development.	<b>2</b>
<b>Q.6</b>	How is ecological imbalance caused? Give examples.	<b>2</b>

**SECTION B****(4 + 8 = 12 marks)**

<b>Answer any 04 questions out of the given 06 questions</b>		<b>1 x 4 = 4</b>
<b>Q.7</b>	Rahul purchased a packet of chips and a cold drink for himself. Identify whether Rahul is a customer or a consumer.	<b>1</b>
<b>Q.8</b>	Write the other name for Repeat customers.	<b>1</b>
<b>Q.9</b>	What information is being provided by the Disposition phase?	<b>1</b>
<b>Q.10</b>	What should be the aim of a good salesman?	<b>1</b>
<b>Q.11</b>	Name the first two steps of Order Processing.	<b>1</b>
<b>Q.12</b>	How marketers can create public awareness?	<b>1</b>
<b>Answer any 04 questions out of the given 06 questions</b>		<b>2 x 4 = 8</b>
<b>Q.13</b>	Explain the meaning of Acquired Needs.	<b>2</b>
<b>Q.14</b>	Shivani went in a shopping mall with her friends. She visited various retail outlets as well. Under which type of customer can Shivani be categorized? How should sales person deal with such type of customer?	<b>2</b>
<b>Q.15</b>	Distinguish between Customer and Consumer by giving any two points.	<b>2</b>
<b>Q.16</b>	What is meant by Daily Sales Reporting? How is this helpful for sales managers?	<b>2</b>
<b>Q.17</b>	Name the types of Support Personnel. Also state their functions.	<b>2</b>
<b>Q.18</b>	Who is a marketer? How can a marketer ensure customer satisfaction?	<b>2</b>

**SECTION C**  
**(COMPETENCY BASED QUESTIONS)**

**(2 x 4 = 8 marks)**

<b>Answer any 02 questions out of the given 03 questions</b>		
<b>Q.19</b>	In a survey, it was observed that families having young kids spend more on toys and sweets, the families having teenagers spends more on recreation and the families having old age people have to spend more on medication or hospital expenses. Which factors influencing buyer behaviour are being reflected here? Discuss any three more factors influencing buyer behaviour.	<b>4</b>
<b>Q.20</b>	Gagan and Sumit are students of Class IX studying in a reputed school. They were discussing about sales and marketing as career options for their future. Gagan is of the view that selling and marketing are one and the same. However, Sumit thinks that marketing is much wider concept than selling. Who has correct opinion about the concepts of selling and marketing – Gagan or Sumit? Explain, giving reasons.	<b>4</b>

<b>Q.21</b>	Rapid changing technology, increase in e-business transactions and emergence of cash-less economy has led to change in the ways business is being done. In the light of above statement, discuss various ways of 'Money Collection' being adopted by various organisations now-a-days.	<b>4</b>
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