

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MARKETING & SALES (SUBJECT CODE: 412)

### CLASS X (SESSION 2021-2022) MARKING SCHEME FOR SAMPLE QUESTION PAPER FOR TERM - II

Max. Time Allowed: 1 Hour (60 min)

Max. Marks: 25

#### General Instructions:

- Please read the instructions carefully
- This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
- Section A is of 05 marks and has 06 questions on Employability Skills.
  - Questions numbers 1 to 4 are one mark questions. Attempt any three questions.
  - Questions numbers 5 and 6 are two marks questions. Attempt any one question.
- Section B is of 12 marks and has 12 questions on Subject Specific Skills.
  - Questions numbers 7 to 12 are one mark questions. Attempt any four questions.
  - Questions numbers 13 to 18 are two marks questions. Attempt any four questions.
- Section C is of 08 marks and has 03 competency-based questions.
  - Questions numbers 19 to 21 are four marks questions. Attempt any two questions.
- Do as per the instructions given in the respective sections.
- Marks allotted are mentioned against each section/question.

#### PART- I

(3 + 2 = marks)

#### SECTION - A

Answer any 3 questions out of the given 4 questions.		1 x 3 = 3
Ans.1	Planning.	1
Ans.2	Any two out of the following: (1/2 mark for naming each) <ul style="list-style-type: none"><li>Social entrepreneurship</li><li>Agricultural entrepreneurship</li><li>Women entrepreneurship</li><li>Small-scale entrepreneurship</li></ul>	1
Ans.3	REFUSE implies refusing use of those products which may cause harm to environment.	1
Ans.4	SUSTAINABLE DEVELOPMENT can help in resolving such environmental problems.	1
Answer any 1 question out of the given 2 questions.		2 x 1 = 2
Ans.5	<ul style="list-style-type: none"><li>We do not agree with the statement, entrepreneurs can be made also by imparting skills – 1 mark</li><li>There is no set defined way to point towards personality types of entrepreneurs. Entrepreneurship is a learned skill, not a natural-born ability. – 1 mark</li></ul>	2

<b>Ans.6</b>	<p>Any two of the following:</p> <ol style="list-style-type: none"> <li>1. Population</li> <li>2. Poverty</li> <li>3. Greed</li> <li>4. Lack of awareness and sensitivity</li> <li>5. Loose ends in execution of policies</li> <li>6. Issues of climate change</li> </ol> <p>( ½ mark for naming the problem, ½ mark for statement/brief explanation)  <b>(Should be in the form of statements as per the requirement of the qualities)</b></p>	<b>2</b>
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**PART - II**

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

**SECTION - B**

<b>Answer any 04 questions out of the given 06 questions</b>		<b>1 x 4 = 4</b>
<b>Ans.7</b>	Sales person can keep accounts alive by calling on existing customers and keeping in regular touch with them.	<b>1</b>
<b>Ans.8</b>	<p>Functions to be performed by Taranjeet (Any two):</p> <ul style="list-style-type: none"> <li>• Long-term planning</li> <li>• Coordinating all functional areas</li> <li>• Controlling, to ensure achievement of targets</li> </ul> <p>( ½ mark for each)</p>	<b>1</b>
<b>Ans.9</b>	AMC is an agreement signed between the organization and the customer where the organization promises to provide after sales services for certain duration at nominal costs.	<b>1</b>
<b>Ans.10</b>	Minimum number of parties required for negotiation to take place is TWO.	<b>1</b>
<b>Ans.11</b>	Elements involved in a typical communication are source, target, message and media.	<b>1</b>
<b>Ans.12</b>	Communication is said to be effective and complete when the receiver (a prospective customer/existing customer) understands it in the same sense what the sender (salesman) wished to communicate.	<b>1</b>
<b>Answer any 04 questions out of the given 06 questions</b>		<b>2 x 4 = 8</b>
<b>Ans.13</b>	<p>Reflected concept is LEAD PIPELINE. <span style="float: right;">1 mark</span></p> <p>The salesman has to explore the causes for such situations and has to find out creative solutions to accelerate the lead pipeline flow. 1 mark</p>	<b>2</b>
<b>Ans.14</b>	<p>Information about the company which should be possessed by a salesperson in order to give effective presentation and handle queries (any two points) – 1 mark each</p> <ol style="list-style-type: none"> <li>1. Information about product assortments, features, benefits etc.</li> <li>2. Information about product quality and service, and how it is better than that of competitors</li> <li>3. Information about pricing policy, cash discounts, credit policy</li> </ol>	<b>2</b>

	<p>4. Information about exchange policy, transportation charges, free shipping facilities, if any, offered by company</p> <p>5. Information about provisions for customer service, guarantee, warranty etc.</p>	
<b>Ans.15</b>	<p>After-sale services are considered to be an essential part of sales strategy because:</p> <ol style="list-style-type: none"> <li>1. After-sale services help in increasing customer satisfaction, building customer loyalty and ensuring good long-term relationship with customers</li> <li>2. Happy and satisfied customer base helps in ensuring repeat sales</li> <li>3. After-sale services strengthens the bond between organization and customers, and leads to increase in goodwill</li> </ol> <p>(any two points – 1 mark for each point)</p>	<b>2</b>
<b>Ans.16</b>	<p><b>HARD SKILLS</b> - Specific teachable abilities that can be defined and measured or abilities acquired through learning and practice and are task specific. For example, hard skills include job skills like typing, writing, maths, reading, and accounting, the ability to use software programs, management and leadership skills. (1 mark)</p> <p><b>SOFT SKILLS</b> - These refer to personal qualities, attitudes, attributes and EQ (Emotional Intelligence Quotients). Example - Self management, self-confidence, stress management, communication and negotiating skills and Interpersonal skills (1 mark)</p>	<b>2</b>
<b>Ans.17</b>	<p><b>INFLUENCING SKILLS</b> includes negotiation and persuasion skills and help the salesperson and customer to reach mutually satisfactory agreement (1 mark)</p> <p>Example - if a customer is told that an item under the deal is in short supply which will soon run out from the market he is more likely to buy out. Similarly if a customer is told by the seller unless they buy immediately, the price will increase next week or any other correct example. (1 mark)</p>	<b>2</b>
<b>Ans.18</b>	<p>Aspects related to personnel grooming that should be kept in mind by sales persons while dealing with customer (any four):</p> <ol style="list-style-type: none"> <li>1. Personal hygiene should be maintained</li> <li>2. Should not be over-dressed or under-dressed</li> <li>3. Accessories should be properly matched</li> <li>4. Hand bags should be organized</li> <li>5. Mouth freshener should be kept handy</li> <li>6. Hair should be neatly tied, proper haircut should be done</li> </ol> <p>( ½ mark for each point)</p>	<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>4x2 = 8</b>
<b>Ans.19</b>	<p>Different kind of after-sale services techniques to be used by company XYZ in order to keep customers satisfied by effective grievance handling:</p> <ol style="list-style-type: none"> <li>1. Exchange/replacement in case of damaged products</li> <li>2. Handling queries through toll-free numbers or through website</li> <li>3. Collecting feedback from customers and improvement in quality of products as per customer feedback</li> <li>4. Asking customers to sign Annual Maintenance Contract (AMC).</li> </ol> <p>1 mark for each point with brief explanation</p>	<b>4</b>
<b>Ans.20</b>	<p>Challenges or difficulties faced by sales persons:</p> <ol style="list-style-type: none"> <li>1. Competition with low-priced competitors</li> <li>2. To find out more qualified leads</li> <li>3. Need to win more business proposals</li> <li>4. Handling longer decision-taking time</li> <li>5. Planning budget cuts</li> <li>6. To win customer loyalty</li> <li>7. Internet revolution</li> <li>8. To win customer's voice back into the company</li> <li>9. Training for sales force</li> <li>10. Ethical issues</li> </ol> <p>1 mark for each point with brief explanation</p>	<b>4</b>
<b>Ans.21</b>	<p>Steps of negotiation discussed in the case are 'Preparing for a meeting' and 'Discussion'. Further steps to be followed for effective negotiation are as follows:</p> <ol style="list-style-type: none"> <li>1. Active listening - to listen actively to the other party during discussion. It helps to find out the areas for compromise to strike a deal.</li> <li>2. Proposing – to send a proposal for final negotiations. The important rule of bargaining is to put all your terms and conditions as true statements and not as questions.</li> <li>3. Emotional control - to keep the emotions in check during negotiations. At times the situation may be frustrating but he has to control his emotions during the meeting to avoid unfavorable results. Efforts should be to reach a compromise formula instead of breaking down the communication between the parties.</li> <li>4. Problem-solving - to seek a variety of solutions to problems. He should use negotiating skills in solving the problems i.e. agree to a compromise quickly to end a stalemate and close the deal.</li> </ol> <p>1 mark for each point with brief explanation</p>	<b>4</b>