

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MARKETING & SALES (SUBJECT CODE: 412)

CLASS X (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	Careers in Selling	3	3	2	8
5	Skills in Selling	3	3	1	7
<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>20+5 = 25 MARKS</b>			

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MARKETING & SALES (SUBJECT CODE: 412)

### CLASS X (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 02 parts, viz., Part I and II.
3. Part I, is of 05 marks and has 06 questions on Employability Skills.
  - a) Section A, Questions numbers 1 to 4 are one mark questions. Attempt any three questions.
  - b) Sections B, Questions numbers 5 and 6 are two marks questions. Attempt any one question.
4. Part II, is of 12 marks and has 12 questions on Subject Specific Skills.
  - a) Section A, Questions numbers 7 to 12 are one mark questions. Attempt any four questions.
  - b) Section 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.

#### PART- I

(3 + 2 = 5 marks)

#### SECTION - A

<b>Answer any 3 questions out of the given 4 questions. Each question is of mark.</b>		<b>1 x 3 = 3</b>
<b>Q.1</b>	Name the managerial function of an entrepreneur that helps him to detail 'what, when, how and who' of doing every specific task it.	<b>1</b>
<b>Q.2</b>	Name any two entrepreneurship activities related to society.	<b>1</b>
<b>Q.3</b>	What is meant by REFUSE in context of creating sustainable environment?	<b>1</b>
<b>Q.4</b>	Environmental problems like Climate Change, Emission of Green House gases are alarming. What can help in resolving such problems?	<b>1</b>
<b>SECTION - B</b>		
<b>Answer any 1 question out of the given 2 questions. Each question is of mark.</b>		<b>2 x 1 = 2</b>
<b>Q.5</b>	'Entrepreneurs are born, not made.' Do you agree? Justify you answer.	<b>2</b>
<b>Q.6</b>	State any two problems related to Sustainable Development.	<b>2</b>

**PART - II****(4 + 8 = 12 marks)****SECTION - A**

<b>Answer any 04 questions out of the given 06 questions</b>		<b>1 x 4 = 4</b>
<b>Q.7</b>	'Sales person has responsibility of keeping accounts alive.' How can a sales person fulfill this responsibility?	<b>1</b>
<b>Q.8</b>	Taranjeet Singh is working as Vice-President Sales in a well-known company. Name any two functions that Taranjeet is required to perform.	<b>1</b>
<b>Q.9</b>	What is meant by Annual Maintenance Contract (AMC)?	<b>1</b>
<b>Q.10</b>	What is the minimum number of parties required for negotiation to take place?	<b>1</b>
<b>Q.11</b>	List the elements involved in a typical communication.	<b>1</b>
<b>Q.12</b>	When is communication said to be effective and complete?	<b>1</b>

**SECTION - B**

<b>Answer any 04 questions out of the given 06 questions</b>		<b>2 x 4 = 8</b>
<b>Q.13</b>	In spite of showing keen interest in the product sometimes prospects take longer time to make a buying decision. Name the concept reflected here. What step is the salesman required to take in such a situation?	<b>2</b>
<b>Q.14</b>	State any information about the company that should be possessed by a salesperson in order to give effective presentation and handle queries.	<b>2</b>
<b>Q.15</b>	State any two after-sale services are considered to be an essential part of sales strategy.	<b>2</b>
<b>Q.16</b>	State the meaning of hard skills and soft skills. One give, example of each.	<b>2</b>
<b>Q.17</b>	Which skill includes negotiation and persuasion skills and help the salesperson and customer to reach mutually satisfactory agreement? Give any one example of how a salesperson may use such skills to ensure deal with customers.	<b>2</b>
<b>Q.18</b>	Enumerate any four aspects related to personnel grooming that should be kept in mind by sales persons while dealing with customers.	<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>Q.19</b>	Covid pandemic led to adoption of 'work from home' culture. This further led to increase in demand for electronic gadgets such as laptops, mobile phones, chargers, head phones etc. A company XYZ dealing in such electronic gadgets was able to foresee such huge demand and produced new laptops with powerful display, impressive computing power, clear color experience and other amazing features. The company has a policy to provide help for installation, maintenance and operation of products. Example – configuring windows, ensuring smooth net connectivity. It also keeps regular contact with its customers but it does not have any grievance handling mechanism. Discuss various kind of after-sale services techniques that sales personnel of XYZ must use in order to keep their customers satisfied by effective grievance handling.	<b>4</b>
<b>Q.20</b>	Dhwani and Mani are friends working in a company. Dhwani is a sales person and Mani is a worker engaged in production process. In a conversation, Mani shared that his job is very monotonous and he is almost always working under direct supervision of his boss. Mani expresses that according to him, Dhwani's job is very exciting and has no challenges or difficulties. Assuming yourself to be Dhwani, discuss what challenges or difficulties are faced by sales persons.	<b>4</b>

<b>Q.21</b>	Amit is a very hard working and effective sales person. He possesses amazing negotiation skills. Before entering a bargaining meeting, he always prepares for the meeting and collects information regarding buyers' objectives, attitudes, personality, financial position, expectations, likes and dislikes etc. While the discussion is in progress, he tries to get views and ideas of opponents. What further steps should he follow to ensure effective negotiation? Explain.	<b>4</b>
-------------	---	----------