

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING & SALES (SUBJECT CODE-412)

MARKING SCHEME FOR CLASS IX (SESSION 2022-2023)

Max. Time: 2 Hours

Max. Marks: 50

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **21 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (5 + 16 =) 21 questions, a candidate has to answer (5 + 10 =) 15 questions in the allotted (maximum) time of 2 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (24 MARKS):**
 - i. This section has 05 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (26 MARKS):**
 - i. This section contains 16 questions.
 - ii. A candidate has to do 10 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIV E/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)				
i.	b. Non-verbal communication	CBSE Study Material	Communication skills	3	1
ii.	Personality Development	CBSE Study Material	Self-management skills	19	1
iii.	d. Economic	CBSE Study Material	Self-management skills	20, 21	1
iv.	c. E-Reader	CBSE Study Material	ICT skills	28, 29	1
v.	b. Service	CBSE Study Material	Entrepreneurial skills	72	1
vi.	b. Ecological imbalance	CBSE Study Material	Green skills	85	1
Q. 2	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	a. Product concept	CBSE Study Material	Unit I	8	1
ii.	Utility is the consumer's estimate of the product's overall capacity to satisfy his or her needs.	CBSE Study Material	Unit I	15	1
iii.	b. Sales	CBSE Study Material	Unit I	18	1

iv.	d. Customer satisfaction & social welfare	CBSE Study Material	Unit I	10	1
v.	a. Economic stability	CBSE Study Material	Unit I	11, 12	1
vi.	a. Gain	CBSE Study Material	Unit II	31	1
Q. 3	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	A direct competitor is another company that offers the same products and services aimed at the same target market and customer base, with the same goal of profit making and marketing share growth.	CBSE Study Material	Unit II	30	1
ii.	b. Beauty salon	CBSE Study Material	Unit II	27	1
iii.	c. Operational costs are high	CBSE Study Material	Unit II	26	1
iv.	Selling creates desire for products by determining clients' needs, wants, and buying motives.	CBSE Study Material	Unit III	46	1
v.	b. To survive in competitive market	CBSE Study Material	Unit III	45	1
vi.	d. Technical products	CBSE Study Material	Unit III	49, 50	1
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	Team Selling	CBSE Study Material	Unit III	51	1
ii.	a. Missionary selling	CBSE Study Material	Unit III	53	1
iii.	d. Consumer	CBSE Study Material	Unit IV	63	1
iv.	b. Consumption phase	CBSE Study Material	Unit IV	70	1
v.	Reference group consists of all groups that have a direct or indirect influence on the persons attitudes and behavior.	CBSE Study Material	Unit IV	75	1
vi.	a. Occupation	CBSE Study Material	Unit IV	73, 74	1
Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	c. Sales & discount customers	CBSE Study Material	Unit IV	67, 68	1
ii.	Examples of non-selling activities (any two): preparation of daily sales reports, collection of payments, gathering information about market and competitors etc (½ mark each)	CBSE Study Material	Unit V	81	1
iii.	d. Market survey	CBSE Study Material	Unit V	83, 84	1
iv.	b. Consolidation	CBSE Study Material	Unit V	86, 87	1
v.	Missionary sales personnel	CBSE Study Material	Unit V	87, 88	1
vi.	c. Real Time Gross Settlement	CBSE Study Material	Unit V	91	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIV E/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)					
Q. 6	Kinesics refers to use of body language for communication. 1 M Examples – Facial expressions, postures, eye movement, touch etc (any two) 1 M	CBSE Study Material	Communication skills	5	2
Q. 7	Self-management has following positive impacts (any two): a. It guides individuals to self-monitor their conduct and behavior b. It helps in self-evaluation c. It helps in self-reinforcement of positive behaviour	CBSE Study Material	Self-management skills	19	2
Q. 8	CPU is said to be the brain of the computer as: a.It controls the sequence of operations within the computer b. It gives commands to other parts of the computer c. It controls the use of main memory for storing data and instructions (Any two points, 1 mark each)	CBSE Study Material	ICT skills	30	2
Q. 9	Partnership is a legal form, where at least two people, or more start a business as co-founders or co-owners and divide the share as per agreement. 1M The partners are personally liable for an unlimited amount of liabilities. 1M	CBSE Study Material	Entrepreneurial skills	74	2
Q. 10	Green Economy is Biological economy that is concerned with renewable energy, green buildings, clean transportation, water, waste and land management. 1M Benefits(any two) : <ul style="list-style-type: none"> • More employment • Less health hazards • Self-reliant • More resources for present and future use 1M 	CBSE Study Material	Green skills	87, 88, 89	2
Answer any 4 out of the given 6 questions in 20 – 30 words each (2 x 4 = 8 marks)					
Q. 11	*Producers produce goods and services. They have to decide What to produce? Where to produce? How much to produce? *With the effective market forecasting technique it is possible for the marketers to project the expected demand in advance to facilitate the producers or organization to act accordingly (1 M each point)	CBSE Study Material	Unit I	13	2

Q. 12	<p>Conditions to be fulfilled for a business transaction to be called as an exchange (any two):</p> <p>a. At least two persons should be there to undertake a business transaction.</p> <p>b. Both the parties should be able to communicate and interact freely with each other in order to seek information regarding the deal and delivery.</p> <p>c. Each party to the transaction must have something of value and utility to offer to the other party.</p> <p>d. Parties should be free to accept or reject the offer.</p> <p>e. Intention of parties should be to enter into the exchange of goods and services.</p>	CBSE Study Material	Unit II	23,24	2
Q. 13	<p>Functions of intermediaries (any two):</p> <p>a. Intermediaries provide specialized services like transportation, storage and other customer support services.</p> <p>b. They help in providing economies of scale through specialization and division of labour.</p> <p>c. They also help in creating time, place, and possession utilities.</p> <p>d. Intermediaries also facilitate exchange processes.</p> <p>e. They help in promoting the products.</p> <p>f. They are in direct contact with the customers and hence play an important role in selling.</p> <p>(1 Mark each)</p>	CBSE Study Material	Unit III	58	2
Q. 14	<ul style="list-style-type: none"> • Creative selling task requires the greatest sales 'skills'. • Customers often do not realise that they have a 'need' for certain product or service. The creative salespersons are expected to demonstrate their creative side and convince the customers. <p>(1 Mark each)</p>	CBSE Study Material	Unit III	53	2
Q. 15	<p>Types of Needs:</p> <p>a. Innate Needs: These are physiological needs that are considered primary needs or motives, food, water, medicine and education etc.</p> <p>b. Acquired Needs: They are 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). (1 Mark each)</p>	CBSE Study Material	Unit IV	71	2

Q. 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	CBSE Study Material	Unit V	91, 92	2
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Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

Q. 17	Factors affecting choice of intermediaries (Any four): <ul style="list-style-type: none"> a. Availability of Intermediaries: The employment of a particular intermediaries or distribution channel is directly governed by their availability. For instance, when a company wants to distribute its products through wholesalers and retailers, but they are not available, then it will have to do direct selling. b. Services by Intermediaries: The intermediaries that can provide the specialized services such as assembling, storage, transportation, market intelligence should be hired by the producers. c. Agreement between the company and the intermediaries: Intermediaries that do not agree with the policies of the company will not be selected by the producers d. Cost involved: The cost involved in the employment of a particular intermediary is an important consideration in the selection of a distribution channel. If an intermediary is charging high cost/commission, the producer will not hire him. e. Customers and competition: Sometimes the choice of a particular channel is dictated by the customs that characterise a particular trade. For instance, if locks have traditionally been sold through hardware stores, use of general merchants may not be desirable. In the same manner, the channel selection is also governed 	CBSE Study Material	Unit III	58, 59	4
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	<p>by the competitors' policies.</p> <p>f. Legal restrictions: Sometimes the intermediaries have to be selected according to the legal requirements. For instance, medicines can only be sold through chemists.</p> <p>(1 Mark each)</p>				
Q. 18	<p>DIFFERENCE BETWEEN CUSTOMER AND CONSUMER (any four points):</p> <p>a. 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.</p> <p>b. 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.</p> <p>c. Customer can be an individual or a business entity. A consumer can be an individual or a family or a group of people. For example a father buys a T.V. Set (Customer) that will be used by all family members including father. (consumers).</p> <p>d. Customer pays the price of the product or service, he may recover the price from the other party on whose behalf he (consumer) has purchased it. In some cases consumer not necessarily pays the price of the product, when the products or goods are gifted or if they are purchased by the parents of a child.</p> <p>e. The customer purchases the goods for the purpose of re-sale or to add value. He can do value addition in the goods for his personal use or on behalf of another person. In contrast to the consumer who purchases the goods only for the purpose of his/her consumption.</p> <p>(1 Mark each)</p>	CBSE Study Material	Unit IV	65	4
Q. 19	<p>Personal factors reflected in the case. 1 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>	CBSE Study Material	Unit IV	73,74,75	4

	<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. 3 Marks Or any other correct factor. (½ mark for mentioning the factor and ½ mark for explanation of each)</p>				
<p>Q. 20</p>	<p>Role of Marketers (any four points):</p> <p>1. Marketers create value for money and larger choices to the customers: By identifying the customers' need. Marketers help in production of want satisfying goods and so create value for buyer's money. They also try to maximize satisfaction through offering variety of product choices.</p> <p>2. Marketers promote and create product awareness to the public: The primary task of marketers is to get the product or service recognized by the market. It is important that public awareness of product and company information is spread to the buying public, this is possible if heavy advertising, sales promotion, personal selling, direct marketing is done for creating awareness.</p> <p>3. Marketers Help in Increasing Sales and Market Share Once the public learns the product through various modes of advertisements like TV, radio commercials, newspaper ads, online ads etc, it will generate sales. More the people know a product or a service; more interested they would be in buying the products and higher will be sale and market share.</p> <p>4 Marketers provide more convenience to customers in purchase: With the advent of technology, the marketers are offering customers both offline and online platforms to purchase. Now marketers are serving more number of customers through different ways, reminders of sales comes through sms,</p>	<p>CBSE Study Material</p>	<p>Unit V</p>	<p>96, 97</p>	<p>4</p>

	<p>e-mail, facebook, whatsapp.</p> <p>5. Marketers help in Building Company Reputation Marketers continuously aim to create an image of the company in general public eyes. They tend to create brand name recognition with which consumers can easily associate the brand name with the images, logo, or caption that they hear and see in the advertisements.</p> <p>6. Marketers create welfare in society: Though profit maximisation is main motive of every business but many marketers have taken up corporate social responsibility in order to give back to society in different forms. (1 Mark each)</p>				
Q. 21	<p>Steps of Order Processing after Verification:</p> <p>a. Picking: It consists of taking and collecting products in a specified quantity before delivery or shipment to confirm customers' orders.</p> <p>b. Sorting: It is a process that separates the products according to destinations where they have to be delivered. It ensures that the delivery-process takes place in an organized way.</p> <p>c. Packaging: A product is properly packaged before delivery to prevent damage and to keep the product safe. Different products are packaged in a different manner, depending upon their size, shape, value and nature.</p> <p>d. Consolidation: Once the products are packaged and ready, they are joined or stacked together for delivery near billing counter. If products are to be transported and delivered at buyer's doorsteps, they are stacked together on the basis of common regions and areas of delivery, or on the basis of similarity of products into loading units. (1 Mark each)</p>	CBSE Study Material	Unit V	85, 86	4