

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MARKETING & SALES (SUBJECT CODE -412)

**Blue-print for Sample Question Paper for Class IX (Session 2022-2023)**

Max. Time: 2 Hours

Max. Marks: 50

### **PART A - EMPLOYABILITY SKILLS (10 MARKS):**

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	
1	Communication Skills – I	1	1	2
2	Self-Management Skills – I	2	1	3
3	ICT Skills – I	1	1	2
4	Entrepreneurial Skills – I	1	1	2
5	Green Skills - I	1	1	2
<b>TOTAL QUESTIONS</b>		<b>6</b>	<b>5</b>	<b>11</b>
<b>NO. OF QUESTIONS TO BE ANSWERED</b>		<b>Any 4</b>	<b>Any 3</b>	<b>07</b>
<b>TOTAL MARKS</b>		<b>1 x 4 = 4</b>	<b>2 x 3 = 6</b>	<b>10 MARKS</b>

### **PART B - SUBJECT SPECIFIC SKILLS (40 MARKS):**

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	DESCRIPTIVE/ LONG ANS. TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	4 MARKS EACH	
1.	Introduction to Marketing & Sales	5	1	-	6
2.	Concept of Market	4	1	-	5
3.	Basic concept of sales and selling	5	2	1	8
4.	Understanding customer and consumer	5	1	2	8
5.	Activities in sales and marketing	5	1	2	8
<b>TOTAL QUESTIONS</b>		<b>24</b>	<b>6</b>	<b>5</b>	<b>35</b>
<b>NO. OF QUESTIONS TO BE ANSWERED</b>		<b>20</b>	<b>Any 4</b>	<b>Any 3</b>	<b>27</b>
<b>TOTAL MARKS</b>		<b>1 x 20 = 20</b>	<b>2 x 4 = 8</b>	<b>4 x 3 = 12</b>	<b>40 MARKS</b>

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### Sample Question Paper 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. Marks allotted are mentioned against each question/part.
  - iii. There is no negative marking.
  - iv. Do as per the instructions given.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (26 MARKS):**
  - i. This section has 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

<b>Q. 1</b>	<b>Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)</b>	
<b>i.</b>	Name the type of communication that involves use of body language, gestures and facial expressions to convey information to others. a. Verbal communication b. Non-verbal communication c. Visual communication d. Written communication	<b>1</b>
<b>ii.</b>	Dressing in a prim proper way for school, friend's place or for playground is an element of one of the self-management skills. Name it.	<b>1</b>
<b>iii.</b>	One of the following is not a factor affecting self-confidence? a. Social b. Cultural c. Physical d. Economic	<b>1</b>
<b>iv.</b>	One of the following ICT tool can hold hundreds of books in digital form, are portable and have long battery life? a. Mobile b. Tablet c. E-Reader d. E-mail	<b>1</b>
<b>v.</b>	Ruchika runs a beauty salon in a market place. Which type of business is she engaged in? a. Manufacturing b. Service c. Merchandising d. Hybrid	<b>1</b>
<b>vi.</b>	_____ is caused when natural or a man-made disturbance disrupts the natural balance of an ecosystem. a. Ecological balance b. Ecological imbalance c. Natural disaster d. Human disruption	<b>1</b>
<b>Q. 2</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
<b>i.</b>	Which concept involves belief that if the product is good and is priced reasonably then customers will be attracted even without use of special marketing efforts? a. Product concept b. Production concept c. Marketing concept d. Selling concept	<b>1</b>
<b>ii.</b>	What is meant by Utility?	<b>1</b>
<b>iii.</b>	Which department coordinates and provides an efficient, economic and flexible administrative set up to ensure timely movement of products from the buyers to the sellers? a. Production b. Sales c. Finance d. Human Resource	<b>1</b>

<b>iv.</b>	The Societal Marketing concept aim at - a. Customer satisfaction b. Maximization of profits c. Maximisation of sales d. Customer satisfaction & social welfare	<b>1</b>
<b>v.</b>	Marketing helps in reducing the price fluctuations in the market. Which point of importance of marketing is reflected here? a. Economic stability b. Satisfaction of human wants c. Creates utility d. Increase in standard of living	<b>1</b>
<b>vi.</b>	Customer's _____ due to competition. a. Gain b. Lose c. Compete d. Enjoy	<b>1</b>

<b>Q. 3</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
<b>i.</b>	Who can be said to be a direct competitor?	<b>1</b>
<b>ii.</b>	Which of these is an example of clinic? a. Retail store b. Beauty salon c. Factory d. Warehouse	<b>1</b>
<b>iii.</b>	Which of the following statements is not true about virtual markets? a. These are also called as non-physical markets b. Transactions take place through internet c. Operational costs are high d. Payments may be done as COD or through net banking or debit or credit cards	<b>1</b>
<b>iv.</b>	How selling creates desire for products?	<b>1</b>
<b>v.</b>	Why is it important to provide customized selling to customers? a. To minimize the cost b. To survive in competitive market c. To clear excess stock d. To maximise profits	<b>1</b>
<b>vi.</b>	The types of products which are generally sold at customers' workplace are - a. Grocery products b. Standardized products c. Fashion-related products d. Technical products	<b>1</b>

<b>Q. 4</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
<b>i.</b>	Name the term used for group of people representing the sales department and other areas in a firm, all sharing a common goal of increased sales.	<b>1</b>
<b>ii.</b>	Rohan occasionally visits doctors informing them about the new CT scan machine and sometimes simply to exchange greetings. Which type of selling task is he engaged in? a. Missionary selling b. Trade selling c. Consultative selling d. Technical selling	<b>1</b>
<b>iii.</b>	The end user of the product is : a. Customer b. Purchaser c. Trader d. Consumer	<b>1</b>
<b>iv.</b>	Which phase of buyers' behaviour involves identifying how he/she is going to use the product and services? a. Acquisition phase b. Consumption phase c. Disposition phase d. Usage phase	<b>1</b>
<b>v.</b>	What is meant by Reference Group?	<b>1</b>
<b>vi.</b>	The buying pattern of professionals like lawyers, doctors, a taxi driver, a medical representatives and a teacher will not be alike. Which factor influencing buyer behaviour is reflected here? a. Occupation b. Perception c. Motivation d. Culture	<b>1</b>

<b>Q. 5</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
<b>i.</b>	Such brand of customers always shop for the best deal on items they want to purchase. Identify them. a. Repeat customers b. Loyal customers c. Sales & discount customers d. Potential customers	<b>1</b>
<b>ii.</b>	Give two examples of any non-selling activities.	<b>1</b>
<b>iii.</b>	One of the following is not a basic sales task? a. Order taking b. Order-getting c. Supporting d. Market survey	<b>1</b>
<b>iv.</b>	Stacking together of products on the basis of common regions and areas of delivery, or on the basis of similarity of products into loading units is called as: a. Packaging b. Consolidation c. Sorting d. Verification	<b>1</b>

v.	Which type of sales personnel build goodwill of the firm, but do not close sales?	1
vi.	Identify the full form of RTGS. a. Real Time Gross Stability b. Risk Time Gross Stability c. Real Time Gross Settlement d. Risk Time Gross Settlement	1

## **SECTION B: SUBJECTIVE TYPE QUESTIONS**

**Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)**

**Answer each question in 20 – 30 words.**

Q. 6	What is Kinesics? Give any two examples.	2
Q. 7	State any two positive impacts of self-management.	2
Q. 8	Give reasons why CPU is said to be the brain of the computer.	2
Q. 9	What is meant by Partnership business? State about liability of partners in a partnership firm.	2
Q. 10	Define Green Economy. List any two benefits of the same.	2

**Answer any 4 out of the given 6 questions in 20 – 30 words each (2 x 4 = 8 marks)**

Q. 11	Marketing helps the producers to take the right decision at the right time. Explain.	2
Q. 12	State any two conditions to be fulfilled for a business transaction to be called as an exchange.	2
Q. 13	Enumerate any two functions of intermediaries.	2
Q. 14	Which type of selling task requires greatest sales skills? Explain.	2
Q. 15	Discuss the two main types of needs. Also give relevant examples.	2
Q. 16	What is meant by Daily Sales Reporting? How is this helpful for sales managers?	2

**Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)**

Q. 17	Intermediaries are crucial elements of products' distribution channel. Discuss various factors that affect the choice of such intermediaries.	4
Q. 18	Distinguish between Customer and Consumer by giving any four points.	4
Q. 19	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 behavior are being reflected here? Discuss any three more factors influencing buyer behavior.	4
Q. 20	Discuss the role of Marketers for customers, company and society.	4
Q. 21	Mr. Harish, a salesman in a reputed company, has verified the stock of goods to ensure its availability for customers. Discuss the steps that he has to undertake in order to complete order processing.	4