

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING AND SALES (SUBJECT CODE: 412)

MARKING SCHEME FOR CLASS X (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.	c. Psychosomatic disorders	CBSE Study Material	Unit-2	17	1
ii.	b. Self-regulation	CBSE Study Material	Unit-2	20	1
iii.	a. Windows	CBSE Study Material	Unit-3	22	1
iv.	c. Control panel	CBSE Study Material	Unit-3	24, 25	1
v.	a. Social entrepreneurship	CBSE Study Material	Unit-4	46	1
vi.	d. Marketing	CBSE Study Material	Unit-4	48-51	1

Q. 2	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)					
i.	Two main types of Marketing Mix are: i. Product Marketing Mix ii. Services Marketing Mix (½ mark each)	CBSE Study Material	UNIT I	6	1	
ii.	c. E Jerome McCarthy	CBSE Study Material	UNIT I	9	1	
iii.	b.Skimming	CBSE Study Material	UNIT I	11	1	
iv.	c.I, III, II	CBSE Study Material	UNIT II	23	1	
v.	Consumer Markets, Business Markets (½ mark each)	CBSE Study Material	UNIT II	24	1	
vi.	b.Positioning on the basis of illustrations	CBSE Study Material	UNIT II	34, 35	1	
Q. 3	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)					
i.	b.Prospecting	CBSE Study Material	UNIT III	43	1	
ii.	d.Listen to it and handle it	CBSE Study Material	UNIT III	51	1	
iii.	Technical products	CBSE Study Material	UNIT III	54	1	
iv.	Follow up	CBSE Study Material	UNIT III	56	1	
v.	b.Pre-approach	CBSE Study Material	UNIT III	47	1	
vi.	d. Number of persons who may be possible customers	CBSE Study Material	UNIT III	45	1	
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)					
i.	a.Competition with low-priced competitors	CBSE Study Material	UNIT IV	61	1	
ii.	In spite of showing keen interest in the product sometimes prospects take longer time to make a 'buying decision', which is called the "lead pipeline".	CBSE Study Material	UNIT IV	62	1	
iii.	a.Communication skills	CBSE Study Material	UNIT IV	65, 66	1	
iv.	First and foremost duty of every salesman is to call on existing customers or new customers.	CBSE Study Material	UNIT IV	68	1	
v.	Salesman acts as spokesperson of consumers.	CBSE Study Material	UNIT IV	69	1	
vi.	After-sale services techniques (any two): i.Regular contact ii.Support Services iii.Grievance handling (½ mark each)	CBSE Study Material	UNIT IV	72	1	

Q. 5					
Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)					
i.	b.Communication	CBSE Study Material	UNIT V	81	1
ii.	c.To influence the consumer behaviors in favour of firm's products/services	CBSE Study Material	UNIT V	83	1
iii.	c.Feedback	CBSE Study Material	UNIT V	85	1
iv.	c. To ensure mutually acceptable deal for both parties	CBSE Study Material	UNIT V	86	1
v.	A salesman's EQ will be considered good when he takes into account the proposals and priorities while making presentation regarding the deal.	CBSE Study Material	UNIT V	92	1
vi.	a.Personal grooming	CBSE Study Material	UNIT V	93	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PS SCIVE/ 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	<p>Two benefits of working independently: (any two of the following)</p> <ul style="list-style-type: none"> ● Ensures greater learning. ● Individuals feel more empowered and responsible. ● It provides flexibility to choose and define working hours and working mechanisms. ● Failure and success of the task assigned are accounted by individuals. ● Individuals become assets to organizations, groups and nations at large. ● It ensures creativity and satisfaction amongst individuals. 	CBSE Study Material	Unit-2	19	2

<p>Q. 7</p>	<p>Ways for stress management(any two):</p> <ul style="list-style-type: none"> i. Physical exercise - Physical exercise in the form of walking, skipping or any sports relieves stress by stabilizing mood, improving self-esteem and inducing sleep. ii. Yoga - Yoga includes a series of postures and breathing exercises practiced to achieve control of body and mind. iii. Meditation - By meditation, an individual is able to focus his/her mind to achieve a calm mental state reducing stress. iv. Enjoying - Recreational activities such as watching movies, attending concerts, playing games singing, dancing, sketching etc help individuals transcend to a happier mental state and help manage stress. v. Nature walks - Taking nature walks brings us a calmness by allowing our over stimulated minds a chance to relax and helps us to relax <p>(½ mark for point, ½ for explanation)</p>	<p>CBSE Study Material</p>	<p>Unit-2</p>	<p>18,19</p>	<p>2</p>
<p>Q. 8</p>	<p>A file/ folder can be copied using keyboard by following the given steps:</p> <ul style="list-style-type: none"> a. Select the file or the folder. b. Press Ctrl + C to copy the file or the folder. c. Open the destination folder. d. Press Ctrl + V to paste the copied file. <p>(½ mark for each step)</p>	<p>CBSE Study Material</p>	<p>Unit-3</p>	<p>30</p>	<p>2</p>

<p>Q. 9</p>	<p>Role of Entrepreneurs as:</p> <p>Innovators - Entrepreneurs innovate by bringing unique and new products and services into the market. In many cases, these are improved versions of existing products or services available. Innovation fuels economic growth and helps to boost global presence of products and services.</p> <p>Agents - Entrepreneurs act as 'Agents of Change' as they identify opportunities, solve problems, offer effective solutions, establish enterprises, set up industries and bring positive change for the economy.</p> <p>(1 Mark each)</p>	<p>CBSE Study Material</p>	<p>Unit-4</p>	<p>52</p>	<p>2</p>
<p>Q. 10</p>	<p>Significance of Entrepreneurship as career: (any two points)</p> <ul style="list-style-type: none"> i. Nurtures development of entrepreneurial skills and capabilities ii. Enables application of an entrepreneurial mindset ii. Develops the ability to handle failure and ambiguity v. Enhances critical thinking and problem-solving ability v. Provides early exposure to the real world vi. Inspires to think about one's career differently ii. Leads to creating difference in society <p>(1 Mark each point)</p>	<p>CBSE Study Material</p>	<p>Unit-4</p>	<p>57, 58</p>	<p>2</p>

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

<p>Q. 11</p>	<p>Significance of Marketing Mix (any two points):</p> <p>i. Marketing mix helps in pursuing consumer-oriented marketing as it serves as a direct link between the organization and its customers thus focusing on the satisfaction of the customers. It helps in increasing the sales and earning higher profits.</p> <p>ii. Marketing mix gives consideration to the various elements of marketing system. For instance, the price of a product depends upon its features and branding, packaging etc. The different media required in promoting the product will depend upon the product and its features.</p> <p>iii. Marketing mix facilitates meeting the requirement of different types of customers. Product design, pricing, promotion and distribution will depend upon the needs and purchasing power of the customers.</p> <p>iv. Marketing mix signifies that its four elements are closely inter-related. Decisions or changes in one element usually affect decisions or changes in the other</p> <p>(1 mark each)</p>	<p>CBSE Study Material</p>	<p>UNIT I</p>	<p>6, 7</p>	<p>2</p>
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<p>Q. 12</p>	<p>Requirements for effective segmentation (any two):</p> <p>i. The segment should be measurable.</p> <p>ii. The segment should be accessible.</p> <p>iii. The segment should be substantial or large.</p> <p>iv. The segment should be feasible.</p> <p>v. The segment should be different.</p> <p>(1 mark each)</p>	<p>CBSE Study Material</p>	<p>UNIT II</p>	<p>29</p>	<p>2</p>
<p>Q. 13</p>	<p>Characteristics of good prospects (any two):</p> <p>i. He should feel the need of that product. This can be pre-existing or can be created as well.</p> <p>ii. In some cases, the prospect needs a licence or legal capacity to buy the product, for example, a medical prescription is required to buy the medicine, licence to buy a gun, and only a major can buy alcohol.</p> <p>iii. He should also have the capability to pay for the product.</p> <p>iv. He should also have the ultimate decision-making power to buy the product.</p> <p>(1 mark each)</p>	<p>CBSE Study Material</p>	<p>UNIT III</p>	<p>44</p>	<p>2</p>
<p>Q. 14</p>	<p>Tips for making presentation effective: (any 4 points)</p> <ul style="list-style-type: none"> • It should be simple. • It should be convincing. • It should be in the language the customer can easily understand. • It should be made from customer"s perspective. • It should give a solution to the problem being faced by the customer. • It should be eye-catching and involving <p>(½ mark each)</p>	<p>CBSE Study Material</p>	<p>UNIT III</p>	<p>49</p>	<p>2</p>

<p>Q. 15</p>	<p>Ethics are considered important in sales because:</p> <p>a. it lends integrity to a salesperson's behavior</p> <p>b. it helps in maintaining company's reputation</p> <p>(1 mark each)</p>	<p>CBSE Study Material</p>	<p>UNIT IV</p>	<p>63</p>	<p>2</p>
<p>Q. 16</p>	<p>Reasons why eye contact an important factor in communicating (any two):</p> <p>i. Eye contact creates and individual communicating.</p> <p>ii. Eye contact confirms to the speaker that you are actively listening.</p> <p>iii. Eye contact keeps you focused on the topic of deal</p> <p>(1 mark each)</p>	<p>CBSE Study Material</p>	<p>UNIT V</p>	<p>86</p>	<p>2</p>
<p>Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)</p>					
<p>Q. 17</p>	<p>Ways of promotion (other than Advertising) – (any four):</p> <p>i. Sales Promotion: Commonly used to obtain an increase in short term sales. Examples - coupons or special offers, loyalty cards, coupons, price promotions.</p> <p>ii. Public Relations: This involves developing positive relationships with the organization media public. The art of good public relations is not only to obtain favorable publicity within the media, but also involves being able to handle successfully negative attention.</p> <p>iii. Direct Mail: Is the sending of publicity material to a named person from an organization. Direct marketing can come in the form of post, e-mail, telephone calls and mail order.</p>	<p>CBSE Study Material</p>	<p>UNIT I</p>	<p>12</p>	<p>4</p>

	<p>iv. Personal Selling: Selling a product service one to one. This can either be done face- toface (door to door) or over the phone.</p> <p>v. Internet Marketing: The use of the web for the promotion of products or services. This could be the firm advertising via the use of banner ads, flash videos, or Google keywords</p> <p>(½ mark for point, ½ for explanation)</p>				
Q. 18	<p>i.Basis of market segmentation considered by Rounak is DEMOGRAPHIC SEGMENTATION (1 mark)</p> <p>ii.Factors included in Demographic Segmentation:</p> <p>A. Age - The tastes and needs of people of different age-groups are different. Children need toys, books, chocolates etc., while the needs of elders will be quite different. Hence, the marketer has to see that the product they have produced is for all age-groups or for a particular age-group</p> <p>B. Gender - The marketer can also segment his market on the basis of gender (male/female)</p> <p>C. Income - Segmentation may be on the basis of income level, higher income group, middle income group or lower income group</p> <p>D. Education level – Literate, Illiterate, Highly educated – segments may be made as per education level of people</p> <p>E. Occupation – Occupation of people such as jobs, skilled workers, unskilled workers, professionals etc</p>	CBSE Study Material	UNIT II	25, 26	4

	<p>may be considered for doing segmentation</p> <p>F. Religion – Religion of people may be another factor for doing segmentation.</p> <p>(½ mark for point, ½ for explanation) [1 + 3 marks]</p>				
Q. 19	<p>Handling objections:</p> <p>I..Objections related to high price - The salesperson can try to convince the buyer by telling the customer the importance of the product and how valuable would it be for him. If still the customer is not convinced, then he can offer some other alternative which is of lesser value and suits his pocket.</p> <p>II..Objections related to procrastination(lame excuses) - The salesperson should understand that some people take time to decide and cannot take immediate decision to buy a product. The only way to handle this kind of objection is to ask for a future commitment to buy from the customer. As far as possible, the salesperson should try to fix up a meeting in some future date in order to move the sale forward.</p> <p>(2 marks each)</p>	CBSE Study Material	UNIT III	51, 52	4
Q. 20	<p>Salesman should have following information in order to be able to discuss confidently with his present and prospective buyers:</p> <p>i. He should be familiar with various product assortments, the number of variants in each product line, their physical characteristics and sizes, particular features, advantages and benefits.</p>	CBSE Study Material	UNIT IV	65	4

	<ul style="list-style-type: none"> ii. He should know the operations and applications of the products along with the level of quality control to convince his buyers how his company's product quality and service is better in comparison to his competitors. iii. Knowledge of pricing policy, cash discounts and credit policies, to negotiate and close the transaction. iv. Knowledge of exchange policy, transportation charges or free shipping facility. v. Knowledge about the provisions for customer service. It can be pre-sales service, during-sales or post-sales service, depending on the type of product or service offered. He should also be very clear about the warranty or guarantee policy decided by the company. 				
Q. 21	<p>Negotiation skills (any four):</p> <ul style="list-style-type: none"> i. Preparing for a meeting: Before entering a bargaining meeting, a skilled negotiator should prepare for discussion in the meeting. One should collect information regarding buyer's objectives, attitudes, personality, financial position, expectations, likes and dislikes and priorities. ii. Discussion: A brief discussion among the parties provides an opportunity to understand other party's behavior, intentions and objectives. One should be a patient listener to be followed by positive talking behavior. 	CBSE Study Material	UNIT V	87, 88	4

	<p>iii. Active listening: Negotiators have the skills to listen actively to the other party during discussion. It helps to find out the areas for compromise to strike a deal.</p> <p>iv. Proposing: At this point of discussion the seller/buyer should send a proposal for final negotiations. When one party initiates a proposal the other party should treat the proposal with respect, seek clarification if required etc.</p> <p>v. Emotional Control: It is important that good salesmen have ability to keep their emotions in check during negotiations. At times it can be frustrating but salesman 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.</p> <p>vi. Problem solving: Individuals with negotiations skills have the ability to seek a variety of solutions to problems. One should use negotiating skills in solving the problems i.e. agree to compromise quickly to end a stalemate and close the deal.</p> <p>(½ mark for the point ½ for explanation)</p>				
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