

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MARKETING AND SALES (SUBJECT CODE - 412)

Blue-Print for Sample Question Paper for Class X (Session 2023-2024)

Max. Time: 2 Hours

Max. Marks: 50

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

| UNI<br>T<br>NO.                        | NAME OF THE UNIT            | OBJECTIVE<br>TYPE<br>QUESTIONS | SHORT<br>ANSWER TYPE<br>QUESTIONS | TOTAL<br>QUESTIO<br>NS |
|--|-----------------------------|--------------------------------|-----------------------------------|------------------------|
|  |                             | 1 MARK<br>EACH                 | 2 MARKS<br>EACH                   |                        |
| 1                                      | Communication Skills - II   | 1                              | 1                                 | 2                      |
| 2                                      | Self-Management Skills - II | 2                              | 1                                 | 3                      |
| 3                                      | ICT Skills - II             | 1                              | 1                                 | 2                      |
| 4                                      | Entrepreneurial Skills - II | 1                              | 1                                 | 2                      |
| 5                                      | Green Skills - II           | 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<br/>MARKS</b>    |

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

| UNI<br>T<br>NO.                        | NAME OF THE UNIT  | OBJECTIVE<br>TYPE<br>QUESTIONS | SHORT<br>ANSWER<br>TYPE<br>QUESTIONS | DESCRIPTIVE/<br>LONG ANS.<br>TYPE<br>QUESTIONS | TOTAL<br>QUESTIONS |
|--|---|--------------------------------|--------------------------------------|--|--------------------|
|  |   | 1 MARK<br>EACH                 | 2 MARKS<br>EACH                      | 4 MARKS EACH                                   |                    |
| I                                      | Sales with other functions: Introduction to Marketing Mix | 3                              | 1                                    | 1  | 5                  |
| II                                     | Market (Segmentation, Targeting and Positioning)          | 3                              | 1                                    | 1  | 5                  |
| III                                    | Basic concept of Sales and selling                        | 6                              | 2                                    | 1  | 9                  |
| IV                                     | Careers in selling  | 6                              | 1                                    | 1  | 8                  |
| V                                      | Skills in selling   | 6                              | 1                                    | 1  | 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>    |

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MARKETING AND SALES (SUBJECT CODE - 412)

### Sample Question Paper for Class X (Session 2023-2024)

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>   | Which of the following is an effect of negative stress?<br>a. Increase in productivity<br>b. Good mental health<br>c. Psychosomatic disorders<br>d. Emotional stability  | <b>1</b> |
| <b>ii.</b>  | Which of the following characteristics helps an individual to inculcate discipline that further helps him/her in consistent efforts to move towards goal?<br>a. Self-awareness<br>b. Self-regulation<br>c. Self-motivation<br>d. Independence  | <b>1</b> |
| <b>iii.</b> | Name the operating system developed by Microsoft.<br>a. Windows<br>b. Disk Operating System<br>c. Linux<br>d. Firefox  | <b>1</b> |
| <b>iv.</b>  | Using which of the following can change settings?<br>a. Search box<br>b. Recycle bin<br>c. Control panel<br>d. Taskbar   | <b>1</b> |
| <b>v.</b>   | Creation of sustainable solutions for social problems that leads to social change by employing entrepreneurial mindset, processes and operations can be referred to as _____:<br>a. Social entrepreneurship<br>b. Agricultural entrepreneurship<br>c. Small-scale entrepreneurship<br>d. Economic entrepreneurship | <b>1</b> |
| <b>vi.</b>  | Identify the commercial function to be performed by an entrepreneur.<br>a. Innovation<br>b. Controlling<br>c. Planning<br>d. Marketing   | <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>   | Name the two main types of Marketing Mix.  | <b>1</b> |
| <b>ii.</b>  | Who proposed 4Ps classification of Marketing Mix?<br>a. Philip Kotler<br>b. William J. Stanton<br>c. E Jerome McCarthy<br>d. Henri Fayol   | <b>1</b> |
| <b>iii.</b> | A dress designer wishes to sell his unique exclusive dress to wealthy customers. Which pricing strategy should he use?<br>a. Penetration<br>b. Skimming<br>c. Cost-plus pricing<br>d. Hour-based pricing | <b>1</b> |

|            |  |          |
|------------|--|----------|
| <b>iv.</b> | Arrange the following in correct sequence:<br>I – Segmentation<br>II – Positioning<br>III – Targeting<br>a. I, II, III<br>b. II, III, I<br>c. I, III, II<br>d. III, II, I  | <b>1</b> |
| <b>v.</b>  | What is the one basic difference between consumer market and business market?  | <b>1</b> |
| <b>vi.</b> | Identify the type of positioning strategy which is helpful in case target audience is illiterate:<br>a. Positioning on the basis of different product class<br>b. Positioning on the basis of symbols or illustrations<br>c. Positioning on the basis of quality<br>d. Positioning on the basis of product characteristics | <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>   | Sale process is _____ process   | <b>1</b> |
| <b>ii.</b>  | What should be done by a salesman when an objection is raised by the customer?<br>a. Ignore it<br>b. Listen to it<br>c. Interrupt and continue his presentation<br>d. Listen to it and handle it  | <b>1</b> |
| <b>iii.</b> | In which kind of products, sale may take time and may not be completed in one call or one meeting?  | <b>1</b> |
| <b>iv.</b>  | Name the last step of selling process that help in repeat purchases and building customer loyalty.  | <b>1</b> |
| <b>v.</b>   | Planning the presentation is also called as:<br>a. Approach<br>b. Pre-approach<br>c. Prospecting<br>d. Concluding   | <b>1</b> |
| <b>vi.</b>  | Who constitute 'Leads' in the sales process?<br>a. Number of customers<br>b. Number of persons who require the goods<br>c. Number of persons who require the goods and are willing to buy<br>d. Number of persons who may be possible customers | <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>   | Which one of the following depicts a job-related difficulty for a sales person?<br>a. Competition with low-priced competitors<br>b. Competition with high-priced competitors<br>c. No competition<br>d. Limited competition | <b>1</b> |
| <b>ii.</b>  | State the meaning of lead pipeline.   | <b>1</b> |

|      |  |   |
|------|--|---|
| iii. | The key to building relationship is being responsive to customer's needs. Which kinds of skills required by salesman are reflected here?<br>a. Communication skills<br>b. People skills<br>c. Self-management skills<br>d. Information and technology skills | 1 |
| iv.  | State the first and foremost duty of every salesman.   | 1 |
| v.   | Who acts as spokesperson of consumers?   | 1 |
| vi.  | Name any two after sale services techniques.   | 1 |

|             |  |   |
|-------------|--|---|
| <b>Q. 5</b> | <b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>   |   |
| i.          | Which one of the following is not a hard skill?<br>a. Finance<br>b. Communication<br>c. Typing<br>d. Accounting  | 1 |
| ii.         | What is the aim of communication, in context of marketing?<br>a. To increase sales<br>b. To satisfy competitors<br>c. To influence the consumer behaviors in favour of firm's products/services<br>d. To ensure maximum attendance of sales personnel on the job | 1 |
| iii.        | Identify the term used for receiver's response to the sender's message-<br>a. Source<br>b. Target<br>c. Feedback<br>d. Media   | 1 |
| iv.         | The aim of negotiation is :<br>a. To ensure best deal for customer<br>b. To ensure best deal for salesperson<br>c. To ensure mutually acceptable deal for both parties<br>d. To increase sale turnover   | 1 |
| v.          | When will a salesman EQ be considered good?  | 1 |
| vi.         | A salesman should neither be under-dressed, nor be over-dressed. Which soft skill is being referred to here?<br>a. Personal grooming<br>b. Influencing skills<br>c. Ethical behaviour<br>d. Negotiation skills   | 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.**

|              |   |          |
|--------------|---|----------|
| <b>Q. 6</b>  | State any two benefits of working independently.  | <b>2</b> |
| <b>Q. 7</b>  | All people look forward to vacations for de-stressing and rejuvenation. State any other two ways by which people can manage stress. | <b>2</b> |
| <b>Q. 8</b>  | How can a file/folder be copied using keyboard?   | <b>2</b> |
| <b>Q. 9</b>  | Discuss the role of entrepreneurs as 'Innovators' and as 'Agents'.  | <b>2</b> |
| <b>Q. 10</b> | Name the various technique available to the sale person to close the sale.  | <b>2</b> |

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

|              |   |          |
|--------------|---|----------|
| <b>Q. 11</b> | State any two points of significance of Marketing Mix.  | <b>2</b> |
| <b>Q. 12</b> | Mention any two requirements for effective segmentation.  | <b>2</b> |
| <b>Q. 13</b> | Ruhaan is a salesman. He is very hardworking and often tries to approach everyone for selling the goods. One of his friends Rohini suggested him to approach good prospects. State any two characteristics of good prospects. | <b>2</b> |
| <b>Q. 14</b> | Enumerate tips for making sales presentation effective.   | <b>2</b> |
| <b>Q. 15</b> | Why the training is required for sale force in marketing  | <b>2</b> |
| <b>Q. 16</b> | “Communication is to listen more than talk” Do you agree? Answer in two lines.  | <b>2</b> |

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

|              |   |          |
|--------------|---|----------|
| <b>Q. 17</b> | Advertising through various media is the most common and traditional form of promotion used by business firms. Discuss any four other ways to promote goods and services.   | <b>4</b> |
| <b>Q. 18</b> | Rounak is working as marketing manager in a business firm dealing in manufacturing and sale of readymade garments. He wishes to consider the composition of population of whole country and produce and sell the garments to target market accordingly.<br>a. Which basis of market segmentation is being considered by Rounak?<br>b. State the six factors included in the type of market segmentation identification (a) above. | <b>4</b> |
| <b>Q. 19</b> | During the presentation, the customers may raise objections in the form of questions. Such objections need to be tackled by the salesperson cautiously. Discuss how should salesman handle objections related to high price and objections related to procrastination.  | <b>4</b> |
| <b>Q. 20</b> | Explain what sort a company information that should be possessed by salesman in order to be able to discuss confidently with his present and prospective buyers.  | <b>4</b> |
| <b>Q. 21</b> | Discuss any four negotiation skills required by salesmen in order to ensure success in their career.  | <b>4</b> |