

CBSE – DEPARTMENT OF SKILL EDUCATION

MARKETING AND SALES (SUBJECT CODE- 412)

CLASS X – SESSION 2019-2020

TIME: 2 HOURS

Max. Marks: 50

PLEASE NOTE THAT:

- 1. This Question Paper contains 39 (11+28) questions. A candidate needs to answer 27 (7+20) questions.**
- 2. The Question paper is divided into two parts viz. Part A: Employability Skills of 10 marks and Part B: Subject Skills of 40 marks.**
- 3. Part A: Employability Skills (10 Marks):**
 - a. There are 6 questions of 1 mark each. Answer any 4 questions (1 x 4 = 4 Marks).**
 - b. There are 5 questions of 2 marks each. Answer any 3 questions. (2 x 3 = 6 Marks).**
- 4. Part B: Subject Skills (40 Marks):**
 - a. There are 12 questions of 1 mark each. Answer any 10 questions (1 x 10 = 10 Marks).**
 - b. There are 6 questions of 2 marks each. Answer any 4 questions (2 x 4 = 8 Marks).**
 - c. There are 6 questions of 3 marks each. Answer any 4 questions (3 x 4 = 12 Marks).**
 - d. There are 4 questions of 5 marks each. Answer any 2 questions (5 x 2 = 10 Marks).**
- 5. This Question paper also has question(s) of 5 marks weightage conforming to Higher Order Thinking Skills (HOTS) as per Bloom's revised taxonomy of cognitive learning.**

BLUEPRINT OF SAMPLE QUESTION PAPER

PART A: EMPLOYABILITY SKILLS (10 MARKS)

UNIT NO.	NAME OF THE UNIT	MCQ / FILL IN THE BLANKS/ DIRECT QUESTIONS	VERY SHORT ANSWER QUESTION	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	
I	COMMUNICATION SKILLS	1	1	2
II	SELF-MANAGEMENT SKILLS	2	1	3
III	INFORMATION AND COMMUNICATION TECHNOLOGY SKILLS	1	1	2
IV	ENTREPRENEURIAL SKILLS	1	1	2
V	GREEN SKILLS	1	1	2
TOTAL QUESTIONS		6	5	11
NO. OF QUESTIONS TO BE ANSWERED		Any 4	Any 3	7
TOTAL MARKS		1 x 4 = 4	2 x 3 = 6	10 MARKS

PART B: SUBJECT SKILL (40 MARKS)

UNIT NO.	NAME OF THE UNIT	MCQ / FILL IN THE BLANKS/ DIRECT QUESTIONS	VERY SHORT ANSWER QUESTION	SHORT ANSWER QUESTIONS	LONG/ ESSAY TYPE QUESTION	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	3 MARKS EACH	5 MARKS EACH	
L-1	MARKETING MIX	3	2	2	1	8
L-2	SEGMENTATION, TARGETING AND POSITIONING	3	1	1	1	6
L-3	SALES PROCESS	2	1	1	1	5
L-4	CAREERS IN SELLING	2	1	1	1	5
L-5	SOFT SKILLS IN SELLING	2	1	1	-	4
TOTAL QUESTIONS		12	6	6	4	28
NO. OF QUESTIONS TO BE ANSWERED		Any 10	Any 4	Any 4	Any 2	20
TOTAL MARKS		1 x 10 = 10	2 x 4 = 8	3 x 4 = 12	5 x 2 = 10	40 MARKS