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 4 marks)	questions on Emp	loyability	Skills (1 x	4 =
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

i. Two main types of Marketing Mix are: i. Product Marketing Mix (ii. Services Marketing Mix (iv. mark each) ii. c. E. Jerome McCarthy iii. c. E. Jerome McCarthy iii. b. Skimming CBSE Study Material iv. c.I, III, II CBSE Study Material iv. c.I, III, II CBSE Study Material iv. Consumer Markets, Business Material v. Consumer Markets, Business (1/2 mark each) vi. b. Positioning on the basis of Material iv. b. Positioning on the basis of Sest Study Material iv. b. Positioning on the basis of Material iv. b. Prospecting CBSE Study Material ii. d. Listen to it and handle it CBSE Study Material iii. Technical products CBSE Study Material iv. Follow up CBSE Study Material iv. b. Pre-approach CBSE Study Material vi. d. Number of persons who may be possible customers Q. 4 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks) i. a. Competition with low-priced competitors 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'. iii. a. Communication skills Material iv. First and foremost duty of every salesman is to call on existing customers or new customers. v. Salesman acts as spokesperson of consumers. ii. GBSE Study Material iii. In spite of showing keen interest CBSE Study Material iv. First and foremost duty of every salesman is to call on existing customers or new customers. v. Salesman acts as spokesperson of consumers. v. Salesman acts as spokesperson of consumers. v. Salesman acts as spokesperson of consumers. iii. GBSE Study Material iv. First and foremost duty of every salesman is to call on ex	Q. 2	Answer any 5 out of the given 6	questions (1 x 5 :	= 5 marks)		
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iii.Grievance handling		•				
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(½ mark each)						
		(½ mark each)				

Q. 5	Answer any 5 out of the given 6	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 each (2 x 3 :	[,] 3 out of the given 5 questions = 6 marks)	on Employab	oility Skills in 20	0 – 30 wor	ds
Q. 6	 Two benefits of working independently: (any two of the following) 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

Q. 7	Ways	for	stress	CBSE Study	Unit-2	18,19	2
	manag	gement(any	y two):	Material			
	i.	• • •	exercise -				
		•	exercise in				
		the form	of walking,				
		skipping o	r any sports				
		relieves	stress by				
		stabilizing	mood,				
			self-esteem				
		and induci					
	ii.	_	oga includes				
			of postures				
		and	breathing				
			practiced to				
		achieve	control of				
		body and					
	iii.	Meditation	,				
		meditation	, an is able to				
			her mind to				
			calm mental				
			cing stress.				
	iv.	Enjoying					
			nal activities				
		such as					
		movies,	attending				
		concerts,	playing				
		games	singing,				
		dancing, s	ketching etc				
		help	individuals				
			to a happier				
		mental sta	ate and help				
		manage st					
	V.	Nature	walks -				
			ature walks				
			a calmness				
		stimulated	ng our over				
			minds a relax and				
		helps us to					
	(1/2 n	•	oint, ½ for				
		nation)	72				
Q. 8			be copied	CBSE Study	Unit-3	30	2
	using	keybo	-	Material			
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		•	r the folder.				
			to copy the				
		the folder.	ation (cl.)				
			nation folder.				
			o paste the				
	copied						
	(½ ma	rk for each	step)				

Q. 9	Role of Entrepreneurs as:	CBSE Study	Unit-4	52	2
	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.	Material			
	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. (1 Mark each)				
Q. 10	Significance of	CBSE Study	Unit-4	57, 58	2
	Entrepreneurship as career: (any two points) 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 problemsolving 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 (1 Mark each point)	Material			

Answer any	r any 4 out of the given 6 questions in 20 – 30 words each (2 x 4 = 8 marks)					
Q. 11	Significance of Marketing	CBSE Study	UNIT I	6, 7	2	
	Mix (any two points):	Material				
	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.					
	ii. Marketing mix gives					
	consideration to the					
	various elements of					
	marketing system. For instance, the price of a					
	product depends upon					
	is features and					
	branding, packaging					
	etc. The different					
	media required in					
	promoting the product					
	will depend upon the					
	product and its features.					
	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.					
	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					
	iii uie ouiei					
	(1 mark each)					
	(

Q. 12	Requirements for effective	CBSE Study	UNIT II	29	2
Q. 12		Material	OIVII II	25	_
	segmentation (any two):	Material			
	i. The segment should be measurable.				
	ii. The segment should be				
	accessible.				
	iii. The segment should be				
	substantial or large.				
	iv. The segment should be feasible.				
	v. The segment should be different.				
	(1 mark each)				
Q. 13	Characteristics of good	CBSE Study	UNIT III	44	2
Q. 13		Material	OINIT III	44	_
	prospects (any two):	Materiai			
	i. He should feel the need of				
	that product. This can be				
	pre-existing or can be				
	created as well. ii. In some cases. the				
	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.				
	iii. He should also have the				
	capability to pay for the				
	product.				
	iv. He should also have the				
	ultimate decision-making				
	power to buy the product.				
	(1 mark each)				
Q. 14	Tips for making	CBSE Study	UNIT III	49	2
	presentation effective: (any	Material			
	4 points)				
	 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				
	(½ mark each)				
	, , , , , , , , , , , , , , , , , , ,				
				t	

Q. 15	Ethics are considered	CBSE Study	UNIT IV	63	2
Q. 13	important in sales because:	Material	OIVII IV	00	_
	•	iviateriai			
	a. it lends integrity to				
	a salesperson's behavior				
	b. it helps in				
	maintaining				
	company's				
	reputation				
	(1 mark each)				
Q. 16	Reasons why eye contact an	CBSE Study	UNIT V	86	2
Q. 10	important factor in	Material	OIIII V	00	_
	communicating (any two):	Matorial			
	i.Eye contact creates and				
	individual communicating.				
	ii.Eye contact confirms to the				
	speaker that you are actively				
	listening.				
	iii.Eye contact keeps you				
	focused on the topic of deal				
	(1 mark each)				
Answer any	3 out of the given 5 questions	in 50– 80 woi	rds each (4 x 3	= 12 mark	s)
Q. 17	Ways of promotion (other	CBSE Study	UNIT I	12	4
	than Advertising) - (any	Material			
	four):				
	i. Sales Promotion:				
	Commonly used to obtain				
	an increase in short term				
	sales. Examples -				
	coupons or special offers,				
	loyalty cards, coupons,				
	price promotions.				
	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.				
	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.				

	 iv. Personal Selling: Selling a product service one to one. This can either be done face- toface (door to door) or over the phone. 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 (½ mark for point, ½ for explanation) 				
Q. 18	i.Basis of market segmentation considered by Rounak is DEMOGRAPHIC SEGMENTATION (1 mark) ii.Factors included in Demographic Segmentaion: 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 B. Gender - The marketer can also segment his market on the basis of gender (male/female) C. Income - Segmentation may be on the basis of income level, higher income group, middle income group D. Education level – Literate, Illiterate, Highly educated - segments may be made as per education level of people E. Occupation – Occupation of people such as jobs, skilled workers, unskilled workers, professionals etc	CBSE Study Material	UNIT II	25, 26	4

	may be considered for doing segmenation F. Religion – Religion of people may be another factor for doing segmentation. (½ mark for point, ½ for explanation) [1+3 marks]				
Q. 19	Handling objections: IObjections 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. IIObjections 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. (2 marks each)	CBSE Study Material	UNIT III	51, 52	4
Q. 20	Salesman should have following information in order to be able to discuss confidently with his present and prospective buyers: 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.	CBSE Study Material	UNIT IV	65	4

	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 presales 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	Negotiation skills (any four): 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

iii. Active listening:	\neg
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.	
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.	
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.	
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.	
(½ mark for the point ½	
for explanation)	