



INDIAN SCHOOL AL WADI AL KABIR

DEPARTMENT OF COMMERCE

CLASS IX- ASSESSMENT I -2024-25

DATE: 29/09/2024

TIME: 2hours

MARKETING & SALES (412)

MARKING SCHEME

MARKS: 50

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of 20 questions in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. All questions of a particular section must be attempted in the correct order.

5. SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):

- i. This section has 06 questions.
- ii. There is no negative marking.
- iii. Do as per the instructions given.
- iv. Marks allotted are mentioned against each question/part.

6. SECTION B – SUBJECTIVE TYPE QUESTIONS (20 MARKS):


- i. This section contains 14 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. 1.	Answer any 5 out of the given 6 questions on Employability Skills (1 x 5 = 5 marks)	Marks
i.	Which of the following method is used to send the information? a. Listening b. Speaking c. Reading d. All the above	1
ii.	Define Communication. The word 'Communication' comes from the Latin word communicare, which means 'to share. The act of giving, receiving, and sharing information is known as communication. Signs and signals provide information.	1
iii.	Eye contact, Body gestures, facial Expressions are the examples of _____ type of Communication a. Verbal Communication b. Non-Verbal Communication c. Visual Communication d. All the above	1
iv.	The word Communication is derived from _____ a. Latin b. French c. Spanish	1

	d. None of the above											
v.	<table><tr><td colspan="2">Match the Communication Barriers given in column I with examples given in column II</td></tr><tr><td>Column I</td><td>Column II</td></tr><tr><td>1. Cultural</td><td>(i) Talking in Hindi when others know only Tamil.</td></tr><tr><td>2. Emotional</td><td>(ii) In some cultures, wearing shoes and walking inside the kitchen is considered rude and disrespectful.</td></tr><tr><td>3. Language</td><td>(iii) Parent is not talking to the child</td></tr></table> <p>Choose the Correct option from the Following:</p> <p>a) 1-(i),2-(ii),3-(iii) b) 1-(ii),2-(i),3-(iii) c) 1-(iii),2-(i),3-(ii) d) 1-(ii),2-(iii),3-(i)</p>	Match the Communication Barriers given in column I with examples given in column II		Column I	Column II	1. Cultural	(i) Talking in Hindi when others know only Tamil.	2. Emotional	(ii) In some cultures, wearing shoes and walking inside the kitchen is considered rude and disrespectful.	3. Language	(iii) Parent is not talking to the child	1
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v.	<p>Which of these is a positive (good) facial expression?</p> <p>a. Staring hard b. Nodding while listening c. Wrinkled forehead d. Looking away from the speaker</p>	1										
vi.	<p>Write down the 3Ps of Public Speaking? (Prepare, Practice, Perform)</p>	1										

Q. 2.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	<p>_____ represents one of the elements of Communication</p> <p>a. Sender b. Listener c. Speaker d. Writer</p>	1
ii.	<p>The subject in a sentence is _____</p> <p>a. Verb b. Adverb c. Noun d. All the above</p>	1
iii.	<p>What is Visual Communication? Communication occurring through images and pictures is called as Visual Communication</p>	1
iv.	<p>A group discussion is an example of _____</p> <p>a. Oral Communication b. Written Communication c. Visual Communication d. Non-Verbal Communication</p>	1

v.	Identify the subject involved in the sentence “Danish is reading a book” Danish	1
vi.	 is an example of _____ Communication a. Oral Communication b. Written Communication c. Visual Communication d. Non-Verbal Communication	1

Q. 3.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	“If a person is hungry and ordered pizza to eat”. It is an example of _____ a. Needs b. Wants c. Demands d. None of the above	1
ii.	_____ is a transfer of goods and services between buyers and sellers. a. Exchange b. Needs and Wants c. Market offerings d. Customer value	1
iii.	Marketing is a _____ process. a. Social b. Managerial c. Both a and b d. None of the above	1
iv.	Which marketing philosophy believes that of "A good product will sell by itself"? a. Production concept b. Product concept c. Marketing concept d. Societal Marketing Concept	1
v.	Perishability is a characteristic of a _____ a. Goods b. Services c. Both a and b d. None of the above	1
vi.	When two or more business sells _____ items of goods or services they are called competitors and identifying competing business in their community. a. Similar b. Branded	1

	c. Complimentary d. Valuable	
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Q. 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	What is a Need? Need is a state of felt deprivation. E.g. Need for food, clothing and shelter.	1
ii.	Which of this is an example of a service? a. Car b. Fridge c. Washing Machine d. Transportation	1
iii.	The Societal Marketing concept aim at – a. Customer satisfaction b. Maximization of profits c. Maximization of sales d. Customer satisfaction & social welfare	1
iv.	In marketing, the party involves the purchase of goods is called as _____ a. Producer b. Buyer c. Retailer d. Supplier	1
v.	In Virtual Marketing, the operational cost is _____ a. High b. Low c. Medium d. Constant	1
vi.	_____ is considered as a “Lifeblood of an organisation”. a. Sales b. Purchase c. Production d. R & D	1

Q. 5.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	Who is considered as the Father of Modern Marketing? Philip kotler	1
ii.	_____ refers to the tangible product. Goods	1
iii.	Which Marketing Concept considers that Customer is the king and Customer satisfaction is the main focus in Marketing? Marketing Concept	1
iv.	What are 4ps of Product marketing? Product, Price, Place and Promotion	1
v.	Which market is characterized by the absence of physical interaction between buyers and sellers?	1

	<div>a. Virtual market b. Service market c. Product market d. Demographic market</div>									
vi.	<div>Choose the Correct Option:</div> <table><tr><td>Column-A</td><td>Column-B</td></tr><tr><td>1. People</td><td>A. The layout and design of a restaurant</td></tr><tr><td>2. Process</td><td>B. The training and appearance of customer service staff</td></tr><tr><td>3.Physical Evidence</td><td>C. The steps taken to deliver a banking service</td></tr></table> <div>a. 1-C,2-A,3-B, b. 1-B,2-A,3-C, c. 1-C,2-B,3-A, d. 1-B,2-C,3-A</div>	Column-A	Column-B	1. People	A. The layout and design of a restaurant	2. Process	B. The training and appearance of customer service staff	3.Physical Evidence	C. The steps taken to deliver a banking service	1
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1. People	A. The layout and design of a restaurant									
2. Process	B. The training and appearance of customer service staff									
3.Physical Evidence	C. The steps taken to deliver a banking service									

Q. 6.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	What do you mean by segmentation? Segmentation is a process of dividing a heterogeneous markets into homogenous markets.	1
ii.	Customer satisfaction is expressed as _____ a. Customer satisfaction=Expectations-Experience, b. Customer Satisfaction=Customer Dissatisfaction-Experience, c. Customer Satisfaction=Experience-Expectations, d. None of the above	1
iii.	Assertion: Product concept does not remain profitable in the long run for marketers. Reason: Product concept focuses on improving quality of product and overlooks the needs and wants of customers. a. Assertion and Reason both are correct, and reason is correct explanation of assertion. b. Assertion and Reason both are correct, but reason is not the correct explanation of assertion. c. Assertion is correct, but reason is not correct. d. Assertion and Reason both are not correct.	1
iv.	The 3 additional Ps of Service marketing includes _____ a. Product, Price, place b. Process, People, Physical evidence	1

	c. Product, People, process d. People, Product, price	
v.	Chalk and Marker is an example of _____ a. Indirect Competition b. Direct Competition c. Non-Competition d. All the above	1
vi.	Which of the following is not a benefit of competition? a. Creativity and innovation by companies b. Greater variety of competitive products c. No price dictatorship d. Lower prices and lesser choices for customers	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

	Answer any 5 out of the given 7 questions on Subject-specific skills (2 x 5 = 10 marks) Answer each question in 20 – 30 words.	Marks
Q.7.	How does Exchange consider as an “Essence of Marketing”? Exchange is considered as an essence of marketing as it involves the flow of goods and services from Sellers to customers and flow of money from buyers to sellers.	2
Q.8.	Differentiate between Needs and Wants? Title points-1/2 Any one difference with examples-1 and 1/2M	2
Q.9.	“Sales is considered as the life blood of an organisation”. Explain the need of Sales department A sales organisation is the mechanism through which a sales manager ‘s philosophy is translated into action. The sales organisation provides the vehicle for making decisions on planning, organisation, selection and training of salesmen, their motivation, directing and controlling them. It also provides vehicle through which these decisions are implemented. Its need includes: 1.To create demand for the products through efficient salesmen. 2.To maintain stocks in hand for the future demand. 3. To enforce proper supervision of sales-force. 4. To divide and fix authority among the subordinates. (Any two points) 1+1	2
Q.10	What do you mean by Virtual Markets? Virtual markets also known as non-physical markets is a market place where buyers purchase goods and services through internet. The basic nature of virtual market is the absence of physical interaction between buyers and sellers i.e. they do not meet or interact physically, instead the transaction is done through internet. Example: Rediff shopping, eBay etc	2

Q.11.	<p>“Competition can be either direct or indirect”. Explain.</p> <p>The two main types of competitors are: direct and indirect. Direct competitors actively compete with you for the same customers, such as a similar business in your local area. For example: Apple iPhone and Samsung Galaxy, Pepsi and Coca-Cola. Indirect competitors are those in the same category as you but sell different products or services and target a different market. For example, air lines in our country are indirect competitors.</p> <p>Title point-1/2 Explanation and Examples-1 and 1/2</p>	2
Q.12	<p>Write about various types of services?</p> <p><u>Core Services</u>: A service that is the primary purpose of the transaction. Eg: a haircut or the services of lawyer or teacher. <u>Supplementary Services</u>: Services that are rendered as a corollary to the sale of a tangible product. Eg: Home delivery options offered by restaurants above a minimum bill value.</p> <p>(1+1)</p>	2
Q.13	<p>Differentiate between goods and Services?</p> <p>Title points-1/2 Explanation-1 Examples-1/2</p>	2

	Answer any 5 out of the given 7 questions in 20 – 30 words each (5 x 2 = 10 marks)	Marks
Q14.	<p>Define Marketing.</p> <p>Marketing is a social and managerial process by which individuals and organization get what they need and want through creating, offering and exchange products of value with others. “</p>	2
Q15.	<p>A. Define utility. B. Write any one importance of Marketing</p> <p>A. Utility is the consumer ‘s estimate of the product ‘s overall capacity to satisfy his or her needs. B. Its importance to business can be understood as under.</p> <ol style="list-style-type: none"> Importance of marketing for business enterprise – source of revenue Importance of marketing to customers – satisfaction of needs and desires and improvement in standard of living. Importance of marketing to society – to assess the needs, habits and feeling of customers to produce the desirable goods in the market. <p>Any one</p>	1+1
Q16.	<p>“Super toys is a manufacturer of soft toys. They have adopted aggressive selling to sell the toys irrespective of determining what the kids wants.</p> <p>A) Identify the type of Marketing philosophy? B) Write any one feature of the philosophy Identified? A. Selling</p>	2

	B. It Involves aggressive selling techniques and does not focus on customer satisfaction	1 1
Q17.	<p>“Marketing is different from selling”. Explain about the same by differentiating about the two.</p> <p>Title point-1/2 Any one difference-1 Examples-1/2</p>	2
Q18.	<p>“Coca cola and Pepsi are competing for the market share by offering similar products in markets”.</p> <p>A. Identify the type of competition existing between the two B. Give one more example of the competition identified above</p> <p>A. Direct Competition B. Pizza Hut and Dominoes</p>	2 1+1
Q19.	<p>What do you understand by the term “physical Evidence”.</p> <p>Physical evidence: The environment in which the service is assembled and delivered. For example, if you visit a restaurant, besides menu options available, you will be very much concerned and about the hygienic standard, ambience and service by the staff.</p>	2
Q20.	<p>Define Services?</p> <p>A service is an act of performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product.</p>	2