



INDIAN SCHOOL AL WADI AL KABIR

DEPARTMENT OF COMMERCE

SAMPLE PAPER-2024-25

CLASS: IX

MARKETING & SALES (412)

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. All questions of a particular section must be attempted in the correct order.

5. 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.

6. 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. 1.	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	Marks
i.	Define Communication.	1
ii.	Plants take in _____ gas that helps reducing air pollution. a. NH ₃ b. H ₂ c. CO ₂ d. NO ₂	1
iii.	One of the following ICT tools can hold hundreds of books in digital form, are portable and have long battery life? a. Mobile b. Tablet c. E-Reader d. E-mail	1
iv.	Aman becomes the manager of a dealership selling food products. He is an _____. a. Entrepreneur b. Employee c. Businessman	1

	d. All the above	
v.	Rohan tends to feel anxious in social situations and often avoids interacting with colleagues during breaks, which limits his networking opportunities. If Rohan wants to build stronger professional relationships, which specific self-management skill should he focus on developing?	1
vi.	Imagine you walk into a local electronics store. The shelves are lined with various gadgets, including smartphones, laptops, headphones, and televisions. As you browse, you notice that you can touch the products, examine their features, and even try out some of the electronics before deciding which one to buy. The store provides a wide selection of physical items that customers can inspect firsthand. What type of business is this, where there is an exchange of items between buyers and sellers, and these items can be touched and seen?	1

Q. 2.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	What do you mean by segmentation?	1
ii.	Bright Lights Inc., a company that manufactures lighting solutions for both residential and commercial use, has a wide distribution network. Bright Lights produces its lighting products in bulk at its central manufacturing plant and needs to distribute them to a variety of smaller retail outlets across different regions. Which type of channel partner will help in buying large quantities of products, storing them in warehouses, and selling them to smaller retailers?	1
iii.	“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
iv.	Assertion- In sorting, stacking of products as per common regions are done to transport them at customer’s doorsteps Reason-Sorting ensures the delivery of products in an organised manner 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. Reason is correct, but assertion is not correct. d. Assertion and Reason both are not correct.	1
v.	Maya visits Grand Mall to carry on with window shopping. She keeps on wandering from one shop to other. While moving around she was constantly comparing the prices of products. Finally, she decided to leave the hall without making any purchases. Identify the category of customers under which Maya falls?	1
vi.	Social, Cultural and personality traits develop _____ needs a. Innate Needs b. Acquired Needs c. Innovative needs d. Creative needs	1

Q. 3.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks								
i.	XYZ Electronics, a company that manufactures consumer electronics, has adopted a two-level supply chain model for its distribution process. In this model, the company works with various channel partners to distribute its products to end customers. Identify the channel partners involved in the two-level supply chain for XYZ Electronics.	1								
ii.	Online selling is a form of _____ a. Direct Selling b. Relationship Selling c. Partnership selling d. None of the above	1								
iii.	Marketers help in creating _____ of the product through advertisement and promotion. a. Public awareness b. Public relations c. Technology d. None of the above	1								
iv.	Assertion: In a competitive market the competitors should remain unaware of each other's tactics to ensure fair competition. Reason: Coca Cola and Pepsi Cola are not competitors. 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								
v.	Who is considered as the Father of Modern Marketing?	1								
vi.	Match the components of service marketing mix given in column I with example given in column II <table border="1"><tr><td>Column I</td><td>Column II</td></tr><tr><td>1.People</td><td>(i) The layout and design of a restaurant</td></tr><tr><td>2. Physical Evidence</td><td>(ii) The training and appearance of customer service staff</td></tr><tr><td>3.Process</td><td>(iii) The steps taken to deliver a banking service</td></tr></table> Choose the Correct option from the Following: a. 1-(i),2-(ii),3-(iii) b. 1-(ii),2-(iii),3-(i) c. 1-(iii),2-(i),3-(ii) d. 1-(ii),2-(i),3-(iii)	Column I	Column II	1.People	(i) The layout and design of a restaurant	2. Physical Evidence	(ii) The training and appearance of customer service staff	3.Process	(iii) The steps taken to deliver a banking service	1
Column I	Column II									
1.People	(i) The layout and design of a restaurant									
2. Physical Evidence	(ii) The training and appearance of customer service staff									
3.Process	(iii) The steps taken to deliver a banking service									

Q. 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	Which Marketing Concept considers that Customer is the king and Customer satisfaction is the main focus in Marketing?	1

ii.	_____ is the last step of consumer buying process.	1
iii.	During his work, Rahul assesses the situation with a customer, determines his/her needs and presents the product to convince the customer buy it. Identify his role.	1
iv.	A customer visits a place for skincare treatments, other purchases medicines from a pharmacy, and a third visits a renowned hospital for specialized medical care. Which one of these are not examples of ‘clinic’? a. Beauty Parlour. b. Pharmacy c. All India Institute of Medical Services. d. None of the above.	1
v.	Such brand of customers always shops for the best deal on items they want to purchase. Identify them. a. Repeat customers b. Loyal customers c. Sales & discount customers d. Potential customers	1
vi.	What is RTGS?	1

Q. 5.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	Dell is a company produces laptops, tablets and personal computers by incorporating a special software designed by android Systems. After assembling the laptops, they gifted these laptops to their employees who are involved in carrying out overseas projects. In this case, Dell is considered as a _____ a. Customer b. Consumer c. Both d. None of the above	1
ii.	Marketing is a _____ process. a. Social b. Managerial c. Both a and b d. None of the above	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.	What is meant by order processing?	1

v.	Match the types of selling tasks given in column I with their features given in column II		1
	Column I	Column II	
	1. Missionary Selling	(i) creative skills of a salesperson.	
	2. Technical Selling	(ii) convert prospects into customers	
	3. Creative Selling	(iii) Functions of the product	
	4. Developmental Selling	(iv) building goodwill of the product	
Choose the Correct option from the Following:			
a. 1-(i),2-(ii),3-(iii),4-(iv)			
b. 1-(ii),2-(iii),3-(i),4-(iv)			
c. 1-(ii),2-(iv),3-(i),4-(iii)			
d. 1-(iv),2-(iii),3-(i),4-(ii)			
vi.	Which of the following type of products are generally sold at customer's workplace?		1
	a. Groceries		
	b. Highly technical products		
	c. Toiletries		
	d. Bikes		

SECTION B: SUB
OBJECTIVE 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.	Marks
Q.6.	What is a climate change, and what causes it?	2
Q.7.	Differentiate between interests and abilities.	2
Q.8.	Anil wanted to do something very different and something no one has thought of before. He decided to start a special travel services for old people/ senior citizens. Identify and explain the quality possessed by Anil.	2
Q.9	Explain any two disadvantages of written communication?	2
Q.10	Describe email services. Name various elements of the e-mail message.	2

	Answer any 4 out of the given 6 questions in 20 – 30 words each (4 x 2 = 8 marks)	Marks
Q11.	Define virtual market/online market.	2
Q12.	Explain the types of Retail salesmen?	2
Q13.	“Super toys are manufacturer of soft toys. They have adopted aggressive selling to sell the toys irrespective of determining what the kids wants. a) Identify the type of Marketing philosophy?	2

	b) Write any one feature of the philosophy Identified?	
Q14.	Which type of selling task requires greatest sales skills? Explain.	2
Q15.	Fresh Bite Foods, a company specializing in organic food products, is expanding its distribution network. Fresh Bite sells perishable goods such as fresh fruits, vegetables, and dairy products. These products require specific care and rapid distribution to ensure they reach consumers in optimal condition. When choosing the right intermediaries for their food products, Fresh Bite must consider various factors while choosing intermediaries. What are the various factors affecting the choice of Marketing Intermediaries?	2
Q16.	Define Reference group.	2

	Answer any 3 out of the given 5 questions in 50 – 80 words each (3 x 4 = 12 marks)	Marks
Q17.	Differentiate between marketing and Selling concepts?	4
Q18	Enumerate the various steps involved in Buyer's buying process	4
Q19.	Eco Home Appliances, a company specializing in energy-efficient home appliances, is expanding its distribution network. Eco Home sells durable goods like washing machines, refrigerators, and air conditioners. These products require careful handling, efficient storage, and timely delivery to ensure customer satisfaction. When selecting the appropriate intermediaries for their products, Eco Home must consider various factors such as product size, cost, and customer reach. Discuss the different types of intermediaries that Eco Home could use in its distribution process. Classify each intermediary based on their role.	4
Q20.	Discuss in detail about the role of Marketing professional?	4
Q21.	What is service marketing? Explain about any three P's of a Service marketing mix.	4