



Delhi Public School, Howrah

PERIODIC ASSESSMENT II - (2024-2025)

Class-IX

Care must be taken not to write anything on the question paper. All the questions must be attempted in the correct sequence.

SUBJECT: MARKETING AND SALES (CODE - 412)

Time Allowed: - 2 Hours

Maximum 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

Q.1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	What does the "Prepare" step in the 3Ps method of public speaking involve? A) Delivering your speech confidently. B) Rehearsing your speech multiple times. C) Organizing your thoughts and content ahead of time. D) Making eye contact with the audience.	1
ii.	Which of the following is an example of a positive thought? A) "I can't do this; it's too difficult." B) "I'll never be able to improve." C) "I can learn from this mistake and do better next time." D) "This is too hard, and I'm giving up."	1
iii.	Which self-management skill involves believing in your ability to accomplish tasks? A) Self-Motivation B) Self-Confidence C) Problem Solving D) Self-Awareness	1

iv.	What is one major disadvantage of verbal communication? A) It allows for immediate feedback. B) It is quick and easy. C) Cultural differences can lead to misunderstandings. D) It involves a direct exchange of ideas.	1
v.	Which of the following is a key component of self-management? A) External Motivation B) Self-Control C) Relying on Others D) Avoiding Challenges	1
vi.	Why is grooming important in a professional setting? A) To look relaxed and casual B) To create a positive and professional impression C) To show off personal style D) To blend in with the crowd	1
Q.2	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	According to Philip Kotler, what does marketing involve? A) Selling products aggressively B) Creating, offering, and exchanging products of value C) Producing high-quality products only D) Directing goods from producers to consumers	1
ii.	How does the Selling Concept differ from the Marketing Concept? A) The Selling Concept focuses on aggressive sales techniques, while the Marketing Concept emphasizes meeting customer needs. B) The Selling Concept is concerned with social welfare, while the Marketing Concept is not. C) The Selling Concept is centered on product quality, while the Marketing Concept focuses on pricing. D) The Selling Concept involves creating utility, while the Marketing Concept does not.	1
iii.	Which concept is characterized by discovering and meeting the needs, wants, and desires of the target market? A) The Product Concept B) The Selling Concept C) The Marketing Concept D) The Societal Marketing Concept	1
iv.	What does a market segment refer to? A) The entire market for a product B) A portion of a larger market with similar needs C) A type of product in the market D) A place where buyers and sellers meet	1
v.	Which of the following is NOT a type of market? A) Product market B) Service market C) Competitive market D) Virtual market	1
vi.	Which type of competition involves businesses offering similar products or services but using different strategies? A) Direct Competition B) Indirect Competition C) Primary Competition D) Secondary Competition	1

Q.3	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	<p>What is one of the primary roles of a sales organization within a business?</p> <p>A) To focus on long-term strategic planning and market forecasting B) To develop new marketing strategies for future products C) To ensure timely movement of products from buyers to sellers and handle customer orders D) To create new market segments for potential expansion</p>	1
ii.	<p>How does marketing contribute to a business's ability to adapt to changing market conditions?</p> <p>A) By focusing solely on internal sales processes B) By conducting market research and providing insights into consumer needs C) By maintaining a rigid product line without changes D) By minimizing the use of new marketing technologies</p>	1
iii.	<p>What does the term "utility" refer to in the context of consumer decision-making?</p> <p>A) The cost of a product B) The brand reputation of a product C) The consumer's estimate of a product's overall capacity to satisfy needs D) The marketing strategy used for a product</p>	1
iv.	<p>In which type of market do buyers and sellers interact without physical presence?</p> <p>A) Traditional Market B) Product Market C) Virtual Market D) Service Market</p>	1
v.	<p>How do businesses often manage the perishability of services?</p> <p>A) By increasing the price of services B) By implementing reservations and dynamic pricing C) By reducing service quality D) By offering refunds for unused services</p>	1
vi.	<p>Which type of selling involves the salesperson working directly with the customer to build a long-term relationship?</p> <p>A) Direct Selling B) Relationship Selling C) Partnership Selling D) Team Selling</p>	1

Q.4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	In the context of sales, what does the phrase "sell what's in stock" imply? A) Sales should focus on developing new products B) Sales efforts should be directed towards existing inventory and current products C) Sales teams must create demand for future products D) Sales should concentrate on forecasting future market trends	1
ii.	Which of the following is NOT typically a focus area of marketing? A) Understanding customer needs and preferences B) Developing and implementing new sales tactics C) Analysing market trends and competitive landscape D) Creating brand awareness and positioning	1
iii.	What is a key factor that necessitates the establishment of a sales organization? A) Maintaining a small-scale production operation B) Expanding market reach and scaling up production C) Limiting sales to existing customers D) Reducing the number of sales staffs	1
iv.	Which of the following is an example of a direct competitor? A) A bakery and a clothing store B) A coffee shop and a tea house C) A car dealership and a travel agency D) A bookstore and a restaurant	1
v.	In which type of selling do buyers and sellers combine their expertise to create customized solutions? A) Direct Selling B) Relationship Selling C) Partnership Selling D) Team Selling	1
vi.	Which of the following is NOT a characteristic of selling? A) Selling creates a desire for products B) Selling helps customers determine their needs C) Selling is a form of mass communication D) Selling enables buyers and sellers to undertake business transactions	1

Q.5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Which type of selling aims to convert prospects who are not currently using a product into customers? A) Missionary Selling B) Technical Selling C) Developmental Selling D) Relationship Selling	1
ii.	Which selling task involves learning about customer needs before discussing products and offering a tailored solution? A) Technical Selling B) Missionary Selling C) Consultative Selling D) Trade Selling	1

iii.	What does developmental selling primarily aim to achieve? A) Build customer relationships B) Offer technical support C) Convert non-users into users of the product D) Provide creative solutions to customer problems	1
iv.	Which of the following is the primary focus of missionary selling? A) Directly closing sales B) Building goodwill and educating customers C) Providing technical support D) Creating desire for a new product	1
v.	Which of the following is a function of intermediaries related to handling logistics and customer service? A) Economies of Scale B) Specialized Services C) Facilitation of Exchange D) Promotion	1
vi.	When a company needs to comply with legal requirements, such as selling medicines through licensed chemists, what factor is influencing the choice of intermediaries? A) Services by Intermediaries B) Availability of Intermediaries C) Legal Restrictions D) Cost Involved	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.

Q. 6	Reflect on a time when understanding your own strengths significantly improved your performance in a particular area. How did this self-awareness contribute to your success, and what strategies did you use to leverage your strengths effectively?	2
Q. 7	Analyze a scenario where non-verbal communication might contradict verbal communication. What could be the impact of such a contradiction, and how can it be addressed?	2
Q. 8	Discuss how the process of identifying and leveraging your strengths and weaknesses can contribute to personal and professional growth. Provide examples of how this process has helped or could help you or others in achieving their goals.	2
Q. 9	Elucidate the importance of eye contact in non-verbal communication. How can it affect interpersonal interactions in both personal and professional contexts?	2
Q. 10	Reflect on the impact of poor personal hygiene on social interactions and self-esteem.	2

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

Q. 11	Elucidate the Marketing Concept. How does it differ from the Product Concept?	2
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Q. 12	How does marketing contribute to a business's ability to adapt to changing market conditions?	2
Q. 13	Discuss the importance of competition in a market.	2
Q. 14	Describe the role of virtual markets in the modern business environment.	2
Q. 15	Explain the importance of selling concept in the context of business operations.	2
Q. 16	Explain the role of intermediaries in the distribution process and discuss how they add value to the supply chain.	2
Q. 17	Analyze the role of marketing in creating economic stability and discuss how it contributes to maintaining a balance between supply and demand.	4
Q. 18	Analyze how competition can impact a business's strategy and performance.	4
Q. 19	Compare and contrast the roles of wholesalers and distributors in the distribution channel.	4
Q. 20	Explain the impact of online intermediaries on traditional distribution channels. How have online intermediaries changed the way products are distributed?	4
Q. 21	Analyze the role of selling in the economy and its impact on both businesses and consumers.	4