



Delhi Public School, Howrah

PERIODIC ASSESSMENT I - (2025-2026)

Class- X

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: - 1 Hour

Maximum Marks - 25

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of 13 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 $(3 + 10) = 13$ questions, a candidate has to answer $(3 + 6) = 11$ questions in the allotted (maximum) time of 1 hour.
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (11 MARKS):**
 - i. This section has 03 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 (14 MARKS):**
 - i. This section has 10 questions.
 - ii. A candidate has to do 06 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 3 out of the given 5 questions on Employability skills	MARKS
I.	Interpersonal barrier occurs when _____. A) The workplace is noisy B) The receiver understands the message perfectly C) The sender's message is received differently than intended D) The language is too simple	1
II.	What does 'no feedback' usually indicate in communication? A) Positive agreement B) Disagreement or silence C) Better understanding D) Appreciation	1
III.	Which one of the following is a benefit of feedback? A) Creates confusion B) Boosts learning and performance C) Stops communication D) Reduces understanding	1
IV.	Arnit always struggles to complete maths assignments on time and gets poor grades. What should he do first to overcome this weakness? A) Complain to the teacher B) Ask a friend to do it for him	1

	C) Identify the reason for his struggle and seek help D) Avoid doing math assignments altogether	
V.	Adrik did not clear the Hotel Management entrance exam but still continues to pursue her dream of becoming a chef. What self-motivation trait is she showing? A) Frustration B) Dedication during difficulties C) Lack of planning D) External motivation	1

Q.2	Answer any 4 out of the given 5 questions	
I.	A company launching a new mobile phone decides to place it only in premium stores and advertises in luxury magazines. This strategy focuses on _____. A) Target market B) Cost cutting C) Mass production D) Feedback mechanism	1
II.	Aman opens a juice shop and wants to attract more customers by giving combo offers and organizing tasting events. Which element of the marketing mix is he focusing on? A) Product B) Promotion C) Price D) Place	1
III.	Fill in the blank: A strategy in which the entire market is treated as a single segment is called _____.	1
IV.	A firm is entering a highly competitive market with an existing customer base. It decides to set low prices initially to attract customers. Identify the pricing strategy.	1
V.	A bakery decided to use eco-friendly packaging and advertised it on social media to appeal to environment-conscious consumers. This shows how businesses _____. A) Ignore traditional marketing methods. B) Respond to technological changes. C) Adapt the marketing mix to customer values. D) Set prices based on production cost.	1

Q.3	Answer any 4 out of the given 5 questions	
I.	Age, income, gender, and education are part of _____. A) Geographic segmentation B) Psychographic segmentation C) Demographic segmentation D) Behavioural segmentation	1
II.	How does celebrity endorsement help in positioning a product?	1
III.	State whether the following statement is 'true' or 'false'. Behavioural segmentation includes factors like occasions, user status, and loyalty.	1
IV.	Market segmentation is the process of _____. A) Selling products to foreign countries B) Dividing a market into distinct groups with common needs C) Promoting one product to all consumers D) Fixing the price of the product	1

V.	Psychographic segmentation divides the market based on _____.	1
	A) Weather conditions	
	B) Age and gender	
	C) Lifestyle and personality traits	
	D) Religion and income	

SECTION B: SUBJECTIVE TYPE QUESTIONS

	Answer any 1 out of the given 2 questions on Employability Skills. Answer each question in 20-30 words	
Q.4	Mention any two factors that influence the choice of a communication method.	2
Q.5	List two ways to improve emotional intelligence.	2

	Answer any 2 out of the given 3 questions in 20-30 words	
Q.6	A company has launched a new organic face wash for teenagers. Which elements of the marketing mix should the company focus on to promote this product successfully?	2
Q.7	Elucidate the term 'Skimming Pricing'.	2
Q.8	What promotional methods does McDonald's use to target children?	2

	Answer any 2 out of the given 3 questions in 20- 30 words each	
Q.9	Differentiate between Product Positioning and Product Differentiation.	2
Q.10	A fitness brand wants to launch a new health drink in India. Which type of segmentation should it use and why?	2
Q.11	Explain concentrated marketing. When is it suitable for a company?	2

	Answer any 1 out of the given 2 questions in 50-80 words each	
Q.12	A smartphone company is launching a new model in a competitive market. What promotional tools can it use to attract tech-savvy youth? Justify your answer.	4
Q.13	What is a Unique Selling Proposition (USP)? How does it help in product positioning? Give examples.	4