



Delhi Public School, Howrah

PERIODIC ASSESSMENT I - (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: - 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.	What does an upright (straight) body posture convey/ show? a. Shyness b. Fear c. Confidence d. Intelligence	1
II.	What can you do to get rid of negative thoughts or feelings? a. Meditate to calm down and feel positive. b. Ignore them and move on in life. c. Act based on the negative thoughts or feelings. d. Talk to a friend and share all your negative feelings.	1
III.	Name the type of communication that involves use of body language, gestures and facial expressions to convey information to others. a. Verbal communication b. Non-verbal communication c. Visual communication d. Written communication	1

IV.	Your friend wants you to come and play football with him but you haven't finished your homework that is due tomorrow. He insists that if you don't come they will not win and it will be your fault. He keeps insisting and even asks other people to convince you to play the match. What should you do? a. Play the match because otherwise your friend will be upset b. Play the match and make some excuse to your teacher about the homework c. Make an excuse that you are sick and avoid playing the match d. Explain clearly that you need to complete your homework so you cannot play	1
V.	What are the factors affecting perspectives in communication skills? a. Visual Perception & Language b. Past Experience & Prejudice c. Feelings & Environment d. All of the above	1

Q.2	Answer any 4 out of the given 5 questions	
I.	The Societal Marketing concept aim at – a. Customer satisfaction b. Maximization of profits c. Maximisation of sales d. Customer satisfaction & social welfare	1
II.	Which concept indicates that if the product is of good quality and is priced reasonably then customers will be attracted even without use of special marketing efforts? a. Product concept b. Production concept c. Marketing concept d. Selling concept	1
III.	<u>Fill in the blank:</u> Services are _____ economic activities offered by one party to another.	1
IV.	Mention 4Ps of marketing mix.	1
V.	Which is advantageous for a sole proprietor? a. Ease of starting a business b. Being your own boss c. Unlimited liability d. Both a and b.	1

Q.3	Answer any 4 out of the given 5 questions	
I.	Why is it important to provide customized selling to customers? a. To minimize the cost b. To survive in competitive market c. To clear excess stock d. To maximise profits	1
II.	Who can be said to be a direct competitor?	1

III.	<u>State whether the following statement is 'true' or 'false'.</u> Buyers and prospective buyers are one and the same thing.	1
IV.	To achieve market expansion a company must – a. Use distribution channels more effectively b. Use advertising campaigns more effectively c. Price their products more strategically d. All of the above	1
V.	"Marketing helps in reducing the price fluctuations in the market." Which point of importance of marketing is reflected here? a. Economic stability b. Satisfaction of human wants c. Creates utility d. Increase in standard of living	1

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	State any two features of formal communication.	2
Q.5	Mention the seven Cs in effective communication.	2

	Answer any 2 out of the given 3 questions in 20-30 words	
Q.6	Distinguish between the selling concept and the Marketing concept.	2
Q.7	"Marketing is a term that covers a whole span of activities aiming to make people aware of your products and services and persuade them to buy the same." Elucidate the importance of marketing in relation to: a) customer and society b) organization	2
Q.8	How does consumers choose among the products that might satisfy a given need? As per the given context explain the concept of "Utility" with the help of a suitable example.	2

	Answer any 2 out of the given 3 questions in 20– 30 words each	
Q.9	Distinguish between 'goods' and 'services'.	2
Q.10	"The unique 3 Ps of services marketing influence the customer's decision to purchase a service, the customer's level of satisfaction and repurchase decisions." Identify and explain any two of them.	2
Q.11	Can you suggest four competitive businesses in your community? How do you know that they are competitors to each other?	2

	Answer any 1 out of the given 2 questions in 50-80 words each	
Q.12	"Sales are the life blood of business." State and explain need for a sales organisation.	4
Q.13	"It is often said that explore a new product or untapped market, still you cannot avoid competition in business of that product. Even if no one else is selling or offering you a particular service, you are still, in a sense competing for the same customers." As a market participant can you avoid competition? How to deal with this situation in a competitive market?	4