

MARKING SCHEME OF SAMPLE QUESTION PAPER

SUBJECT : MARKETING & SALES

MARKS

SECTION –A**Tick the correct answer (1mark each).****Answer any 10 questions out of the given 12 questions:**

1	4p's	(1)
2	Undifferentiated strategy	(1)
3	resources of the nation	(1)
4	psychographic segmentation	(1)
5	sales promotion	(1)
6	1960	(1)
7	website	(1)
8	on the spot research	(1)
9	qualifying	(1)
10	functional relationship	(1)
11	preapproach	(1)
12	field sales manager	(1)

Very Short Questions: (2 marks each).**Answer any 5 questions out of the given 7 questions:**

13	Marketing mix helps in pursuing consumer oriented marketing as it serves a direct move between the organisation and its customers. Helps in increasing the sales and earning higher profits. To maintain a balanced relation between the various elements of marketing mix Marketing mix signifies that its 4 elements are closely interrelated (Any four points to be explained)	Half mark for each correct explanation
14	It should be simple It should be convincing It should be in the language the customer can easily understand It should be eye catching Any other relevant point	Half mark for each correct point
15	Cost plus pricing Hour based pricing Penetration pricing Skimming	1/2 mark for each correct strategy

16	<p>The sources are :</p> <ul style="list-style-type: none"> - Reference given by the customers - Reference from sales manager - Networking - Obtaining the data base from outside agencies that deal in providing such data 	1/2 mark for each correct point
17	<p>In case of technical product:</p> <ul style="list-style-type: none"> - The salesman should try to gain commitment in two ways (i) Fix up another meeting (ii) Ask for commitment <p>In case of non-technical products :</p> <ul style="list-style-type: none"> - The salesman should try to sell the product in first and the only call 	1 mark for each
18	<ol style="list-style-type: none"> 1 To build customer relationship by creating customer loyalty 2. To bring more individuals and eventually more revenues for the organisation by satisfying customers needs. 3. Any other relevant point 	1+1
19	<ol style="list-style-type: none"> 1. Are you already using a Mixer Grinder ? 2. Why do want to change the Mixer Grinder ? 3. Did you have problem using the machine, repairing problem or any other ? 4. Would you like to go for an easy instalment scheme or cash down option ? 	1 mark for each
<p><u>Short Questions: (3 marks each).</u> <u>Answer any 5 questions out of the given 7 questions:</u></p>		
20	<ol style="list-style-type: none"> 1. People skill 2. Communication skills 3. Company information; or 4. Any other point with proper explanation 	1 mark for each correct point and explanation
21	<ol style="list-style-type: none"> 1. Needy 2. Legally capable 3. Paying capability 4. Decision making power 	1 mark for each correct point and explanation
22	<ol style="list-style-type: none"> 1 segment should be measurable 2 should be accessible 3. Should be large 4. It should be feasible 5 it should be different <p>(ANY three points)</p>	1 mark for each correct point and explanation
23	<p>Part-A : Revenue Generator: To increase sales volume and to contribute towards Company's profitability</p> <p>Part-B : Consultant to customer He listens to customer Identifies their needs Gains confidence Convince them about the product in consultative manner</p>	1-1/2+1-1/2

24 Market Targeting : 1+1+1
 It aims at evaluating and comparing the various segments to see their attractiveness and deciding as to which segment, the marketer should focus. The process of market segmentation cannot be done in isolation, it has to be followed by targeting the market and positioning the products
 Any suitable example

25 It is a part of the presentation to make the presentation more effective and to convince the customers as it involves showing proofs. 1+1+1
 Any suitable 3 examples in the form of visuals

26 1. Salesman take feedback of the product from the customers to know the customers better and incorporate the necessary changes 1+1+1
 2. By listening to the customers grievances and making them feel comfortable, loyalty of customers is gained even after the deal
 3. Any other relevant point

SECTION –B

Long/Essay type questions (5 marks each).

Answer any 3 questions out of the given 5 questions:

27 1. Preparing for a meeting 1/2 mark for
 2. Discussion each heading
 3. Active listening and 1/2 for
 4. Proposing each explanation
 5. Emotional control
 (with explanation)

28 Assumption close 1/2 mark for
 Concluding close each heading
 Special scheme close and 1/2 for
 Future close each explanation
 Alternative close

29 To call on customers 1/2 mark for
 To maintaining and extend sales territory each heading
 To increase sales and 1/2 for
 To build Company's image each explanation
 To create product knowledge
 (Any other relevant point)

30	<ol style="list-style-type: none">1, Objection related to high price2. Objection related to the product or service3. Objection related to procrastinating4. Concealed objections	1+1+1+1
31	<ol style="list-style-type: none">1. Competition with low priced competitors2. To find out more qualified leads3. Need to win more business proposals4. Internet revolution5. Planning budget cuts6. Any other relevant point	1/2 mark for each heading and 1/2 for each explanation