

Marking Scheme
Strictly Confidential
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Secondary School Examination, 2026 (Xth)
SUBJECT NAME : Marketing and Sales (Q.P. CODE /Set No. 412/99)

General Instructions: -

1	You are aware that evaluation is the most important process in the actual and correct assessment of the candidates. A small mistake in evaluation may lead to serious problems which may affect the future of the candidates, education system and teaching profession. To avoid mistakes, it is requested that before starting evaluation, you must read and understand the spot evaluation guidelines carefully.
2	“Evaluation policy is a confidential policy as it is related to the confidentiality of the examinations conducted, evaluation done and several other aspects. Its leakage to public in any manner could lead to derailment of the examination system and affect the life and future of millions of candidates. Sharing this policy/document to anyone, publishing in any magazine and printing in Newspaper/Website, etc. may invite action under various rules of the Board and IPC.”
3	Evaluation is to be done as per instructions provided in the Marking Scheme. It should not be done according to one’s own interpretation or any other consideration. Marking Scheme should be strictly adhered to and religiously followed. However, while evaluating, answers which are based on latest information or knowledge and/or are innovative, they may be assessed for their correctness otherwise and due marks be awarded to them. In Class-X, while evaluating two competency-based questions, please try to understand given answer and even if reply is not from marking scheme but correct competency is enumerated by the candidate, due marks should be awarded.
4	The Marking scheme carries only suggested value points for the answers. These are in the nature of Guidelines only and do not constitute the complete answer. The students can have their own expression and if the expression is correct, the due marks should be awarded accordingly.
5	The Head-Examiner must go through the first five answer books evaluated by each evaluator on the first day, to ensure that evaluation has been carried out as per the instructions given in the Marking Scheme. If there is any variation, the same should be zero after deliberation and discussion. The remaining answer books meant for evaluation shall be given only after ensuring that there is no significant variation in the marking of individual evaluators.
6	Evaluators will mark (✓) wherever answer is correct. For wrong answer CROSS ‘X’ be marked. Evaluators will not put right (✓) while evaluating which gives an impression that answer is correct and no marks are awarded. This is most common mistake which evaluators are committing.
7	If a question has parts, please award marks on the right-hand side for each part. Marks awarded for different parts of the question should then be totaled up and written in the left-hand margin and encircled. This may be followed strictly.
8	If a question does not have any parts, marks must be awarded in the left-hand margin and encircled. This may also be followed strictly.
9	If a student has attempted an extra question, answer of the question deserving more marks should be retained and the other answer scored out with a note “Extra Question” .

10	No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
11	A full scale of marks _____ (example 0 to 80/70/60/50/40/30 marks as given in Question Paper) has to be used. Please do not hesitate to award full marks if the answer deserves it.
12	Every examiner has to necessarily do evaluation work for full working hours i.e., 8 hours every day and evaluate 20 answer books per day in main subjects and 25 answer books per day in other subjects (Details are given in Spot Guidelines). This is in view of the reduced syllabus and number of questions in question paper.
13	<p>Ensure that you do not make the following common types of errors committed by the Examiner in the past :-</p> <ul style="list-style-type: none"> ■ Leaving answer or part thereof unassessed in an answer book. ■ Giving more marks for an answer than assigned to it. ■ Wrong totaling of marks awarded on an answer. ■ Wrong transfer of marks from the inside pages of the answer book to the title page. ■ Wrong question wise totaling on the title page. ■ Wrong totaling of marks of the two columns on the title page. ■ Wrong grand total. ■ Marks in words and figures not tallying/not same. ■ Wrong transfer of marks from the answer book to online award list. ■ Answers marked as correct, but marks not awarded. (Ensure that the right tick mark is correctly and clearly indicated. It should merely be a line. Same is with the X for incorrect answer.) ■ Half or a part of answer marked correct and the rest as wrong, but no marks awarded.
14	While evaluating the answer books if the answer is found to be totally incorrect, it should be marked as cross (X) and awarded zero (0) Marks.
15	Any unassessed portion, non-carrying over of marks to the title page, or totaling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also of the Board. Hence, in order to uphold the prestige of all concerned, it is again reiterated that the instructions be followed meticulously and judiciously.
16	The Examiners should acquaint themselves with the guidelines given in the “Guidelines for Spot Evaluation” before starting the actual evaluation.
17	Every Examiner shall also ensure that all the answers are evaluated, marks carried over to the title page, correctly totaled and written in figures and words.
18	The candidates are entitled to obtain photocopy of the Answer Book on request on payment of the prescribed processing fee. All Examiners/Additional Head Examiners/Head Examiners are once again reminded that they must ensure that evaluation is carried out strictly as per value points for each answer as given in the Marking Scheme.

MARKING SCHEME
MARKETING AND SALES (Subject Code-412)
(PAPER CODE: 99) (M990412)
SET- 4

Q.N.	EXPECTED OUTCOMES/VALUE POINTS	Unit	Pg.No	Marks
	SECTION – A (Objective Type Questions)			24 Marks
1.	Answer any 4 out of the given 6 questions on Employability skills.			4x1=4
	(i) (A) Feedback	U-1	P-4	1
	(ii) (D) To promote personal growth and decision making	U-2	P-43	1
	(iii) (C) Worrying about stressors	U-2	P-42	1
	(iv) (C) Temporary files	U-3	P-77	1
	(v) (A) Innovation	U-4	P-93	1
	(vi) (B) Environmental degradation	U-5	P-105	1
2.	Answer any 5 out of the given 6 questions.			5x1=5
	(i) (C) Profit	U-1		1
	(ii) (D) Understanding the consumers' needs/wants	U-1		1
	(iii) (C) A need or desire for the product	U-3		1
	(iv) (D) Identifying the prospects	U-3		1
	(v) (A) Market researcher OR (C) Account manager (There is ambiguity in the options given.) (Reason- An account manager is responsible for managing relationships with existing clients and creating new accounts- customers, However the child might have related the term Account Manager as a career in Accounting, not in Selling. So marks may be awarded in this case)	U-5		
	(vi) (C) Technical knowledge about the product	U-5		1
3.	Answer any 5 out of the given 6 questions.			5x1=5
	(i) (B) Packaging	U-1		1
	(ii) (B) Choosing the specific group of consumers to serve	U-2		1
	(iii) (C) Setting the price	U-3		1
	(iv) (D) Managing a team of sales representatives	U-4		1
	(v) (B) Interpersonal communication	U-4		1
	(vi) (D) Building relationships with customers	U-5		1
4.	Answer any 5 out of the given 6 questions.			5x1=5
	(i) The etiquette of business is set of written and unwritten rules of conduct that make social interactions run more smoothly.	U-5	P-93	1
	(ii) (B) To create a marketing mix that satisfies the target market	U-2		1
	(iii) (A) Identifying potential customers who are most likely to	U-3		1

	buy			
	(iv) (A) Manufacturing	U-4		1
	(v) (C) Identify needs and preference of buyers	U-5		1
	(vi) (D) Persuasion	U-3		1
5.	Answer any 5 out of the given 6 questions.			5x1=5
	(i) (A) Increases the number of prospects contacted	U-5		1
	(ii) (A) Secure favourable terms for both parties	U-5		1
	(iii) (C) Maintaining up-to-date product knowledge	U-4		1
	(iv) (D) Sales representative	U-4		1
	(v) (D) Convince the prospect to make a purchase	U-3		1
	(vi) (B) Completing the transaction with the customer	U-3		1
	SECTION - B (Subjective Type Questions)			26 Marks
	Answer any 3 out of the given 5 questions on Employability skills. Answer each question in 20 – 30 words.			3x2=6
6.	Linguistic Barriers : The inability to communicate using a language is known as language barrier to communication. They are the most common barriers, which cause misunderstandings and misinterpretations between people.	U-1	P-21	2
7.	Steps : 1. Understand your emotions - observe your behaviour and note the things you need to work on. 2. Rationalise - Not to take decision abruptly. 3. Practise - Do meditation & yoga to keep yourself calm. (Full marks to given only if the entire process is explained)	U-2	P-44	2
8.	(a) Sometimes we get mails from companies who are advertising a product or trying to attract customers to their website. Such mails are called SPAM. (b) We should never respond to SPAM and delete it on regular basis.	U-3	P-77	1 1
9.	(i) Every business needs to be unique and special. (ii) A person needs a lot of money to start a business. (iii) Person having a big business is an entrepreneur. (iv) Entrepreneurs are born not made. (Any 2 points)	U-4	P-94 to 98	2
10.	1. Save energy by switching off lights and fans when not in use. 2. Use natural light as much as possible. 3. Use energy efficient lights (LED bulbs) and appliances. (Any two points & other relevant/similar points may be awarded marks)	U-5	P-111	2
	Answer any 4 out of the given 6 questions in 20 – 30 words each.			4x2=8
11.	Penetration pricing is when a firm brings out a new product into a new or existing market, it may feel that it needs to make quick sales	U-1	P-11	2

	in order to establish itself and to make it possible to produce larger quantities. It may start at offering the product at a lower price and once the product has penetrated well in the market the prices are increased.			
12.	(1) Segment should be measurable (2) The segment should be accessible (3) The segment should be substantial or large (4) The segment should be feasible (5) The segment should be different (Explain any 2 points)	U-2	P-29	2
13.	Prospects can also be called potential customers. This means persons who might become your customers. A prospect can be an individual or an institution.	U-3	P- 44	2
14.	The purpose of a presentation is to convince the customer to buy the product. In order for a presentation to be good, following points should be kept in mind : - It should be simple - It should be convincing - It should be made according to customer's perspective - It should be eye catchy and involving - It should be in the language the customer can easily understand. - It should give a solution to the problem being faced by the customer. (Any 2 points)	U-3	P- 49	2
15.	It means knowledge about the marketplace. The knowledge about both urban and rural markets is very essential for a successful salesman. A sales man should explore different market segments, existing and perspective buyers, their needs and preferences, their purchasing power and their buying behaviour.	U-4	P- 65	2
16.	Emotional Control- Ability to keep emotions in check during negotiations. (1 mark) Importance- At times a salesman can be frustrated but he has to control his emotions during meetings to avoid unfavourable results. (1 mark)	U-5	P- 88	2
	Answer any 3 out of the given 5 questions in 50 – 80 words each			3x4=12
17.	Every business organization has to determine its marketing mix for the satisfaction of needs of the customers. Marketing mix represents a blending of all four elements namely product, price, promotion and place. <ul style="list-style-type: none"> • It helps in pursuing consumer oriented marketing as it serves as a direct link between the organization and its customers. • It helps in increasing the sales and earning higher profits. • It gives consideration to various elements of the market 	U-1	P-6&7	4

	<p>system.</p> <ul style="list-style-type: none"> • There is a balanced relation between these elements. • Marketing mix facilitates meeting the requirement of different types of customers. Product design, pricing, promotion and distribution will depend upon the needs and purchasing power of the customers. • Marketing mix signifies that its four elements are closely inter-related. Decisions or changes in one element usually affect decisions or changes in the other. <p>(Any 4 points) (1x4=4)</p>			
18.	<p>Positioning the product means pitching the product or creating a place for one's product in the market in relation to competitor's product. For attaining a place, the firm has to highlight certain features of its products which make it unique or different from competitor's product.</p> <p>(1mark)</p> <p>Strategies :</p> <ol style="list-style-type: none"> (1) On basis of product characteristics or customer benefits (2) On the basis of price (3) On the basis of quality (4) On the basis of user (5) On the basis of symbols or illustrations (6) On the basis of different product class <p>(3 marks for explaining any 3 strategies)</p>	U-2	P - 34&35	4
19.	<p>Processes are a five step procedure to conclude a sale :</p> <ol style="list-style-type: none"> (1) PROSPECTING : A sales person has to find a new set of customers on a continuous basis. Thus the first step is to find prospects who will buy the product. (2) QUALIFYING : After collecting the database of prospective customers the sales person must find out which buyers would buy the product. (3) PLACING PRESENTATION : Based on the information collected during customer research the salesperson tries to plan a presentation to convince customers. (4) OBJECTIONS AND HANDLING OBJECTIONS : Solving of queries which a prospective customer might have during presentation. (5) CLOSING THE SALE : Includes actions and communications after dealing with objections. <p>(Full marks to be awarded only if the entire process is explained)</p>	U-3	P- 43	4
20.	<p>After sales service refers to various processes which make sure that customers are satisfied with the products and services of the organization. It means that sold products and services meet or surpass the expectations of the customers.</p> <p>By demonstrating care about his customers, a salesman builds a good relationship with the customers which can bring them back.</p>	U-4	P-72	4

	<p>After sales service includes plans of a follow up call or a visit by the salesman to ensure everything went well.</p> <p>Any problem or complaint should be handled promptly to leave the customers satisfied.</p>			
21.	<p>The term business ethics refer to a system of moral principles and rules of conduct applied in business. In basic words, business ethics should be conducted according to certain self-recognized moral standards. A sales person is always bound by certain ethical principles and rules of conduct which reflects its responsibility, authority and dignity. Some examples of Business ethics are:</p> <ol style="list-style-type: none"> (1) Being fair in business dealings (2) Knowingly not harming the other party (3) Reasonable and fair price of the product (4) Not resorting to holding, black marketing etc <p>Importance:</p> <p>If everyone in business follows business ethics everyone of them would be benefitted and the image of the business community shall improve in the eyes of public.</p> <p>(2+2=4 marks)</p>	U-5	P-95	4
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