

प्रश्न-पत्र बोर्ड द्वारा निर्धारित पुस्तकों से ही सैट किया जाएगा। कृपया अध्यापकगण बोर्ड द्वारा निर्धारित पुस्तकें ही पढ़ाएँ।

DESIGN

QUESTION PAPER

Subject : **Marketing & Salesmanship**
Paper : **2nd Semester** **Annual or Supplementary**
Class : **12th** **Year 2014-15**
Time : **2½ Hrs.**
Marks : **60**

1. Weightage to Objectives:

Objective	K	U	A	Total
Percentage of marks	26.67	46.66	26.67	100
Marks	16	28	16	60

2. Weightage to Form of Questions:

Forms of Questions	E	SA	VSA	O	Total
No. of Questions	3	3	6	12	24
Marks Allotted	24	12	12	12	60
Estimated Time					150

3. Weightage to Content:

	<u>Units/Sub-Units</u>	<u>Marks</u>
1.	Channels and Distribution Role of Warehousing Transport communication in marketing—I	20
2.	Sale promotion—II	10
3.	Advertisement—III	14
4.	Personal selling—IV	8
5.	Process of personal selling & P.R—V	8

Total **60**

4. Scheme of Sections : X X X X
5. Scheme of Options : Option of Internal Choice in essay type questions
6. Difficulty level : Difficult : 10 % marks
Average : 50 % marks
Easy : 40 % marks

Abbreviations: K (Knowledge), U (Understanding), A (Application), E (Essay Type), SA(Short Answer Type), VSA (Very Short Answer Type), O (Objective Type)