

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 : 1st 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. Unit-1 Introduction		16
2. Unit-II Marketing Management		16
3. Unit-III Marketing Mix (Packing, labeling, promotion Mix)		28

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)