

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

DESIGN

QUESTION PAPER

Subject	:	Marketing & Salesmanship	
Paper	:	2nd Semester	Annual or Supplementary
Class	:	12th	Year 2012-13
Time	:	2½ Hrs.	
Marks	:	60	

1. Weightage to Objectives:

Objective	K	U	A	S	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	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 easy type questions
6. Difficulty level : Difficult : 10 % marks
Average : 50 % marks
Easy : 40 % marks

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