

MARKETING (CODE NO. 812)
CLASS XII (SESSION 2019-2020)

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Theory (Part A & B)	60 marks
Practical (Part C)	40 marks
Total Marks	100 marks

THEORY

❖ **PART A: EMPLOYABILITY SKILLS**

- Unit 1: Communication Skills
- Unit 2: Self-Management Skills
- Unit 3: Basic ICT Skills
- Unit 4: Entrepreneurial Skills
- Unit 5: Green Skills

❖ **PART B:**

- Unit 1 –Product
- Unit 2 – Price Decision
- Unit 3 – Place Decision: Channels of Distribution
- Unit 4 – Promotion
- Unit 5 – Emerging Trends in Marketing

PRACTICAL

❖ **PART C:**

- Project
- Viva based on Project
- Practical File / Portfolio/ Power Point presentation
- Demonstration of Skill competency via Lab Activities