

# **CBSE – DEPARTMENT OF SKILL EDUCATION**

## **MARKETING (SUBJECT CODE 812)**

### **MARKING SCHEME OF Sample Question Paper**

#### **Class XII (Session 2019–2020)**

Time: 3 Hours

Max. Marks: 60

#### **General Instructions:**

1. *This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.*
2. **Part A: Employability Skills (10 Marks)**
  - i. *Answer any 4 questions out of the given 6 questions of 1 mark each.*
  - ii. *Answer any 3 questions out of the given 5 questions of 2 marks each.*
3. **Part B: Subject Skills (40 Marks):**
  - i. *Answer any 10 questions out of the given 12 questions of 1 mark each.*
  - ii. *Answer any 5 questions from the given 7 questions of 2 marks each.*
  - iii. *Answer any 5 questions from the given 7 questions of 3 marks each.*
  - iv. *Answer any 3 questions from the given 5 questions of 5 marks each.*
4. ***This question paper contains 42 questions out of which 30 questions are to be answered.***
5. *All questions of a particular part/section must be attempted in the correct order.*
6. *The maximum time allowed is 3 hrs.*

#### **PART A: EMPLOYABILITY SKILLS (10 MARKS)**

**Answer any 4 questions out of the given 6 questions of 1 mark each:**

1.	b) article writing	(1)
2.	d) schizoid	(1)
3.	d) gossiping	(1)
4.	a) CTRL+X	(1)
5.	c) trading business	(1)
6.	a) Reduce,Reuse ,Recycle	(1)

**Answer any 3 questions out of the given 5 questions of 2 marks each:**

7.	a) declarative b) interrogative c) imperative d) exclamatory      1/2 mark each	(2)
8.	a) self motivation b) it affects cognitive processes and learning strategies for completing similar tasks 1 mark each	(2)
9.	Select Save option from the file menu The Save As dialog box appears select the drive and the folder where one want to save the presentation give name to the file in the file name text box click Save      1/2 mark each	(2)
10.	estimating the money required to be spent estimating quantity of material required standing out      1/2 mark each setting goals	(2)
11.	They conduct audits determine energy efficient the building or home	(2)

**PART B: SUBJECT SKILLS (50 MARKS)**

**Answer any 10 questions out of the given 12 questions:**

12.	D) Label	(1)
13.	B) Augumented product	(1)
14.	A)Product Modification	(1)
15.	A)High price	(1)
16.	C) Price	(1)
17.	D) Skimming pricing	(1)
18.	A) negotiation	(1)

19.	D) Packaging	(1)
20.	B) Retailer	(1)
21.	B) Manufacturer	(1)
22.	a) 2	(1)
23.	c) after sales services and technical nature	(1)

**Answer any 5 questions out of the given 7 questions of 2 marks each:**

24.	a) Brand labels b) Grade labels c) descriptive labels d) Informative labels explanation required 1/2 mark each	(2)
25.	Qualities of good packaging a)attractive appearance b)convenient for storage and display c)shield against damage or pilferage d)product description displayed on the package or any other relevant point 1/2mark each	(2)
26.	The pricing based on demand takes into account customers price elasticity & preferances 2)it penalises inefficiency optimises product mix 3)it also obviates the difficulty to joint cost allocation 4) it is not safe from a companies stand point 1/2 mark each	
27.	a)value based pricing 1/2 mark b) opposite to cost based pricing c) advantages because to goes inside the mind of the intended customers d)product is designed according to customers needs and value perceptions 1/2 mark for b,c&d points	(2)
28.	a) logistical function b) transportation 1 mark each	(2)

29.	For mass awareness advertising, sales promotion&public relations be adopted 1mark For inviting the customers for demonstration than combination of small advertisement (to inform) sales promotion (to attract)&personal selling (to persuade) is undertaken 1mark	(2)
30.	wholesalers undertake a large number of risk in the process of distribution 1mark grading&packaging (with explanation) 1mark or any other suitable function of wholesalers	(2)

**Answer any 5 questions out of the given 7 questions of 3 marks each:**

31.	1) Ownership a) manufacturer's brand b) store brand 2) market area a) local area b) national brand 3) number of products a) family brand b) individual brand 1mark each	(3)
32.	a) price goods are available at moderate price b) promotion heavy advertising & personal selling c) place more time required d) products any suitable example	(3)
33.	a) time of purchase b) location c) product version d) the customer or any other suitable point with explanation 1mark each	(3)
34.	1) to determine firm's competitive position 2) to achieve the financial goals of the company 3) to determine the quality and variants in the production or any other relevant point with explanation 1mark each	(3)
35.	1) cost plus pricing 2) mark up pricing 3) break even pricing 1/2 mark for each heading and 1/2 mark for each explanation	(3)
36.	In depth coverage mobility results assessable 1mark each	(3)

37.	free accommodation holiday vouchers insurance offers or any other relevant point      1mark each	
-----	---	--

**Answer any 3 questions out of the given 5 questions of 5 marks each:**

38.	<p>Four stages are:</p> <p>1) Introduction stage</p> <p>a) launch of a new product</p> <p>b) risky venture</p> <p>c) high operational and promotional cost</p> <p>d) negative profits</p> <p>2) Growth strategy</p> <p>a) entry of new and old customers</p> <p>b) reduced costs</p> <p>c) increase in profits and competition</p> <p>3) Maturity stage</p> <p>a) the sales volume peak</p> <p>b) drop in prices due to entry of competing products</p> <p>c) advertising expenditure incurred in brand differentiation</p> <p>4) Decline stage</p> <p>a) low cost per customer</p> <p>b) declining profits and competitors</p> <p>c) declining sales</p> <p>plus, any other relevant example for each stage</p> <p>1 mark for each stage</p> <p>1 mark for example</p>	<b>(5)</b>
39.	<p>Premium pricing</p> <p>a) a.k.a. prestige pricing</p> <p>b) product is of supreme quality and unique features</p> <p>c) can give rich dividend when buyers are not price conscious</p> <p>Team pricing</p> <p>a) companies sell a package for a price lower than they would charge if the customer buys all of them separately</p> <p>b) a.k.a product bundling</p> <p>2.5 marks each</p>	<b>(5)</b>

40.	1) advertising and word of mouth communication 2) sales promotion 3) direct marketing and online marketing 4) personal selling 5) public relations and sponsorship 1/2 for each heading 1/2 for each explanation	<b>(5)</b>
41.	a) zero level channel 1) a.k.a direct channel 2) no middlemen 3) co. sells directly to customers through its own retail outlets b) only financially sound companies can adopt this channel of distribution c) Advantages 1) complete control over the product 2) trade secrets can be easily protected 2+1+2	<b>(5)</b>
42.	1) reliability 2) access 3) security 4) credibility 5) understanding the customer Any other relevant point with explanation 1 mark each for each point	<b>(5)</b>