

CBSE – DEPARTMENT OF SKILL EDUCATION

MARKETING (SUBJECT CODE 812)

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.	Identify the following : The process of creating a non-fiction text about current or recent news , items of general interest or specific topic is called a) writing skills b)article writing c) paragraph writing d) none of these	(1)
2.	_ is characterised by a lack of interest in social relationship and people tend to be distant ,detached and indifferent. a) dependent b)narcisstic c) obsessive d) schizoid	(1)
3.	Which is NOT the source of inspiration ? a) books b) expansive thoughts c) dreaming big d) gossiping	(1)
4.	To select cut option from the Edit menu .Which shortcut key to be pressed a) CTRL+X b) Ctrl+X C) CTRL+V d) none of these	(1)
5.	Which is a type of business activity a) entrepreneurship b)home delivery services c)trading business d) none of these	(1)

6.	<p>full form of 3Rs</p> <p>a) Reduce, Reuse, Recycle</p> <p>b) Reduce, Refuse, Recycle</p> <p>c) Replace, Refuse, Recycle</p> <p>d) Reduce, Reuse, Restore</p>	(1)
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Answer any 3 questions out of the given 5 questions of 2 marks each:

7.	List down the kinds of sentences	(2)
8.	<p>The inner urge to do something or to engage in goal oriented behaviour</p> <p>a) Identify the concept stated above.</p> <p>b) Why is it important for an individual?</p>	(2)
9.	Explain the steps required to be taken for saving a presentation	(2)
10.	Why is business planning important for an entrepreneur ?	(2)
11.	Explain the role of Energy Auditors	(2)

PART B: SUBJECT SKILLS (50 MARKS)

Answer any 10 questions out of the given 12 questions:

12.	<p>It provides written information about the product helping the buyer to understand the nature of the product its distinctive features</p> <p>A) Brand B) Logo C) Package D) Label</p>	(1)
13.	<p>The needs of the customer are identified through market research and the insights thus obtained are used to add new features to the product</p> <p>A) Core benefit B) Augmented product C) Differentiated product D) Potential product</p>	(1)
14.	<p>A deliberate alteration in the physical attributes of a product or its packaging is called</p> <p>A) Product Modification B) Product differentiation C) Product Diversification D) Product repositioning</p>	(1)
15.	<p>If the demand for a product is inelastic firms fix a price of the product which will be</p> <p>A) High B) Low C) To cover the cost D) None of these</p>	(1)
16.	<p>The type of promotional technique to be used is dependent on which P' of marketing mix</p> <p>A) Product B) place C) Price D) Promotion</p>	(1)

17.	Which type of pricing policy is suitable where little is known about the price elasticity of the product A) Differential pricing B) Penetration pricing C) Perceived value pricing D) Skimming pricing	(1)
18.	What takes place between manufacturers and customers before closing a deal A) Negotiation B) Financing C) Grading D) Maintenance	(1)
19.	Which of the following is NOT included in product decisions ? A) Styling B) Brand name C) Warehousing D) Packaging	(1)
20.	Breaking the bulk is function of A) Wholesaler B) Retailer C) Agent D) Distributor	(1)
21.	Which of the following is NOT considered a type of re-seller: a) Whole seller b) Manufacturer c) Retailer d) Distributor	(1)
22.	At least how many parties should be included in "Exchange" a) 2 b) 3 c) 4 d) 5	(1)
23.	Factors pertaining to product that affect the channel of distribution are a) Price, Perishability, size and weight b) Design, comfort, size c) After sales services and technical nature d) Both a) & c)	(1)

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

24.	Explain the classification of label as classified by William J. Staton	(2)
25.	Explain the qualities of fifth P' OF MARKETING MIX	(2)
26.	Discuss the advantages of Demand Based Pricing	
27.	Identify and explain the type of pricing strategy, which is determined on the basis of customers perception of value rather than the sellers cost	(2)

28.	Identify the function which is involved in the physical exchange of goods What makes goods available at places where buyers are located ?	(2)
29.	How does firms promotional objectives are reflections of overall marketing objective?	(2)
30.	Who undertakes the risk in the process of distribution of goods ?and explain any other function of the same	(2)

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

31.	Explain the various types of brands	(3)
32.	Explain the marketing strategy suitable for shopping goods	(3)
33.	Explain the factors affecting the differential pricing method	(3)
34.	How does price play a significant role for firms?	(3)
35.	Discuss the three types of Cost oriented pricing	(3)
36.	Explain the advantages of ADVERTISING which is printed suitable for literates only however reaches to the masses	(3)
37.	Name and explain any three types of off the shelf offers	

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

38.	The PLC depicts a product's sales history through various stages. Accordingly, adjustments and modifications need to be made because of changes in the environment, composition of the market. Justify the statements with the help of a suitable example.	(5)
39.	Discuss the following major pricing policies: a) Premium pricing b) Team pricing	(5)
40.	The division of communication tools which is also included in the five elements in promotion mix. Explain	(5)
41.	Pizza Hut delivering pizzas to the ultimate consumers. Identify and explain the type of distribution channel adopted. Also explain which type of companies can adopt this channel to enjoy what type of advantages.	(5)
42.	Explain the normal criteria to judge the quality of service.	(5)