

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING (SUBJECT CODE 812)

Marking Scheme for Sample Question Paper for Class XII (Session 2020-2021)

Max. Time: 3 Hours

Max. Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section has 06 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	D) Urban Gardeners	1
ii.	A) Specific, Measurable, Attainable, Realistic, Timely	1
iii.	Spreadsheet	1
iv.	D) All of these	1
v.	A) Self motivation	1
vi.	B) Non-Verbal	1

Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	D) Variable cost	1
ii.	C) Inverse	1
iii.	B) Indirect channel	1
iv.	D) Advertising	1
v.	B) Money Value	1
vi.	A) The communicator and receiver talk one to one basis	1
vii.	C) Packaging	

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	B) Augmented product	1
ii.	A) Core	1
iii.	C) Service	1
iv.	A) Higher	1
v.	B) Price	1
vi.	C) Maximizes	1
vii.	A) Psychological pricing	

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	D)The potential product	1
ii.	Marketing Channels	1
iii.	A) Intermediaries	1
iv.	D) Assembling	1
v.	A) Distributor	1
vi.	C) Product	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	D) All of those	1
ii.	B) Promotion	1
iii.	A) Impulse	1
iv.	B) Free prize draws	1
v.	B) Pull	1
vi.	B) No physical shape	1

Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	C)External Factors	1
ii.	A)Purchasing Power Parity	1
iii.	D)2014	1
iv.	C)Consumer Promotion	1
v.	B)shopping goods	1
vi.	Gaining intermediary support	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)

Answer each question in 20 – 30 words.

Q. 7	Steps to copy cell content:- (i) Select the cell(s) that contains the data you want to copy (ii) select the copy option from edit menu (iii) click on the cell(s) where you want to paste data (iv) Select the paste option from edit menu.	2
Q. 8	Common personality disorders:- Paranoid, Antisocial, Schizoid, Borderline, Anarchistic (ANY FOUR)	2
Q. 9	Builds connection, Build trusts, Identifies & solve problems	2
Q. 10	Ways to reduce green house gases:- (i) Use less heat & air conditioning (ii) Replace your light bulbs with LED bulbs (iii) Drive less & drive smart (iv) Buy energy efficient products (v) Use less hot water (ANY FOUR)	2
Q. 11	(i) Taking initiative (ii) Seeking & acting on opportunity (iii) Persistence (iv) Information seeking (v) Concern for high quality (ANY FOUR)	2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

Q. 12	Brand awareness, feedback, competitive advantage, impact (explain in brief)	2
Q. 13	The American Marketing Association has defined Services as “Activities, Benefits and satisfaction which are offered for sale or are provided in connection with the sale of goods”.	2
Q. 14	Types of Services:- 1. On the basis of Service operations to volume of customers 2. On the basis of level of tangibility: 3. On the basis of customisation/empowerment 4. On the basis of service delivery and processing focus (Explain in brief)	2
Q. 15	Disadvantages of Online Marketing 1. Impersonal: marketing can become impersonal, due to the virtual nature 2. Competitive: Online marketing can also be crowded and competitive. Catching Attention: Companies investing in online marketing may find visitors’ attention is difficult to capture due to the number of business. (Any Two)	2
Q. 16	Information Persuasion Remind Relationship or any other relevant point	2

Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)

Q. 17	Price is the most crucial element. - Factors affecting price - Price of raw material - Cost of manufacturing	3
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	<ul style="list-style-type: none"> - Market conditions - Competition in the market - Brand and quality of product 	
Q. 18	<ul style="list-style-type: none"> - Facilitates in the promotion of product - Labeling helps in product grading - Labelling helps in product/ brand identification 	3
Q. 19	<p>Identified element is place:</p> <p>I. The importance of place is the starting point of distribution is the Manufacturer who produces the goods. The second participant being Intermediaries, they are in direct negotiation between buyer and seller. They identify the needs of the consumers and the manufacturers who produce various products. In the process, they perform various functions like buying, selling, assembling, standardisation and grading, packing and packaging, risk bearing etc.</p> <p>II. The third participant being the Facilitating agencies are the independent business organisations other than intermediaries. These agencies facilitate the smooth distribution of goods from producers, through intermediaries, to consumers. The major facilitating agencies are banking institutions, insurance companies, and transportation agencies and warehousing companies. The fourth category of participants in the distribution system i.e., consumers, are the final destination for goods in the distribution system.</p>	3

Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

Q. 20	Public relations & sponsorship to be explained	4
Q. 21	<ul style="list-style-type: none"> • Collection of goods • Time Utility • Transportation • Financing • Customer Education • Spokesperson of Customers 	4
Q. 22	<p>Facebook</p> <p>Twitter</p> <p>LinkedIn</p> <p>Google+</p> <p>Whatsapp</p> <p style="text-align: right;">(explain any four)</p>	4
Q. 23	<p>1) Product is the focal point and all the marketing activities revolve around it.</p> <p>2) It is the starting point of planning. No marketing programme will commence if product does not exist.</p> <p>3) Product is an end. The main purpose of all marketing activities is to satisfy the customers.</p>	4
Q. 24	<p>Factors affecting the differential price methods are</p> <ul style="list-style-type: none"> - Time of purchase - Location - Product version - The customer - Bargaining ability or any other relevant point 	4