

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING (SUBJECT CODE- 812)

CLASS XII (SESSION 2021-2022) MARKING SCHEME SAMPLE QUESTION PAPER FOR TERM - II

Max. Time Allowed: 1 ½ Hours (90 min)

Max. Marks: 30

General Instructions:

1. Please read the instructions carefully
2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
3. Section A is of 05 marks and has 06 questions on Employability Skills.
 - a) Questions numbers 1 to 4 are one mark questions. Attempt any three questions.
 - b) Questions numbers 05 and 06 are two marks questions. Attempt any one question.
4. Section B is of 17 marks and has 16 questions on Subject specific Skills.
 - a) Questions numbers 7 to 13 are one mark questions. Attempt any five questions.
 - b) Questions numbers 14 to 18 are two marks questions. Attempt any three questions.
 - c) Questions numbers 19 to 22 are three marks questions. Attempt any two questions.
5. Section C is of 08 marks and has 03 competency-based questions.
 - a) Questions numbers 23 to 25 are four marks questions. Attempt any two questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.

SECTION A

(3 + 2 = 5 marks)

Answer any 03 questions out of the given 04 questions		1 x 3 = 3
Ans.1	To offer a comprehensive solution to facilitate the adoption of disruptive technology in India.	1
Ans.2	2001	1
Ans.3	The ability to do things well, successfully, without wasting time.	1
Ans.4	Ability to continue to do something, even when it is difficult.	1
Answer any 01 question out of the given 02 questions		1 x 2 = 2
Ans.5	Green jobs help in protecting environment by- (any two points) <ul style="list-style-type: none">• Increasing the efficiency of energy and raw material.• Reducing greenhouse gas emissions.• Controlling waste and pollution.• Protecting and restore ecosystems.• Supporting adaptation to the effects of climate change	2
Ans.6	Any two of the following points, with brief explanation: <ul style="list-style-type: none">• Standard of excellence• Focus on long-term goals• Need to influence	2

SECTION B

(5 + 6 + 6 = 17 marks)

Answer any 05 questions out of the given 07 questions		1 x 5 = 5
Ans.7	Wholesaler	1
Ans.8	Retailing consists of the sale, and all the activities directly related to the sale of goods and services to the ultimate consumer, for personal, non-business use.	1
Ans.9	Distributor or Dealer	1
Ans.10	Promotion	1
Ans.11	FICCI – KPMG Report	1
Ans.12	A firm launching a new product may go for publicity.	1
Ans.13	Service can be defined as activities, benefits and satisfaction which are offered for sale or are provided in connection with the sale of goods.	1
Answer any 03 questions out of the given 05 questions		2 x 3 = 6
Ans.14	To attract more customers near the residential area is important.	2
Ans.15	Direct/short channels will be used for expensive and exclusive goods. (1 Mark) This will help in reducing prices to be paid by the consumers. It will also help minimize risk. (1 Mark)	2
Ans.16	Any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact is called as e-commerce. It involves use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organisations and individuals.	2
Ans.17	Non-face-to-face activity concerned with the promotion of sales. It involves the making of a featured offer to defined customers within a specific time limit. (1 Mark) Any two objectives of Sales Promotion: (½ mark each) Increased trial <ul style="list-style-type: none"> • Increased loyalty • Widening usage • Creating interest • Creating awareness Or any other correct point	2
Ans.18	Advantages of online marketing: <ol style="list-style-type: none"> 1. Brand awareness 2. Measure impact 3. Acquiring valuable customers 4. Use of analytics (½ mark each. Any other relevant point also)	2

Answer any 02 questions out of the given 04 questions		3 x 2 = 6								
Ans.19	<p>Functions performed by Wholesalers:</p> <ol style="list-style-type: none"> 1. Risk taking (1 mark each) 2. Promotion 3. Grading & Packaging <p>Explanation required. Any other relevant point also)</p>	3								
Ans.20	<table border="1"> <tr> <td>Advertising</td> <td>Sales Promotion</td> </tr> <tr> <td>Aim: Long term building of the brand attitude</td> <td>Short term tactical goal of 'moving forward' sales now</td> </tr> <tr> <td>Duration: Long Term</td> <td>Short Term</td> </tr> <tr> <td>Services: TV, newspapers, radio, outdoor publicity</td> <td>Discount coupon, free stuff, contest, events, meets</td> </tr> </table>	Advertising	Sales Promotion	Aim: Long term building of the brand attitude	Short term tactical goal of 'moving forward' sales now	Duration: Long Term	Short Term	Services: TV, newspapers, radio, outdoor publicity	Discount coupon, free stuff, contest, events, meets	3
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Ans.21	<p>PUBLIC RELATIONS: Broad set of guidelines which makes use of advertising, annual reports, brochures, event sponsorships to build or maintain a favourable image with its various stakeholders. PR is a generic term for a range of specialist and sophisticated skills involved in communication with publics through, primarily, broadcast, published media.</p> <p>SPONSORSHIP: To sponsor something is to support financially or in-kind an event, activity, person, or organisation financially or through the provision of products or services to reach specified business goals for commercial advantage. A sponsor is the individual or group that provides the support.</p> <p>(1 ½ marks each for explanation of PR and Sponsorship)</p>	1½ + 1½ = 3								
Ans.22	<p>Service – because service is a deed, a performance and an effort. (1 Mark)</p> <p>Any two characteristics of services: (2 Marks)</p> <ol style="list-style-type: none"> 1. Intangibility 2. Simultaneity 3. Heterogeneity 4. Perishability 5. Non-Ownership <p>(½ mark for mentioning point, ½ for explanation)</p>	3								

SECTION C
(COMPETENCY BASED QUESTIONS)

(2 x 4 = 8 marks)

Answer any 02 questions out of the given 03 questions	
Ans.23	<p>Factors to be considered for choice of channels of distribution:</p> <ol style="list-style-type: none"> 1. High price – premium quality, smaller chain 2. Direct sales to schools 3. Size of the order – on order – No middlemen 4. Objective of purchase – Direct sale is justified because it is for industrial use. <p>(1+1+1+1 – Any other relevant point also)</p>

Ans.24	<p>a) Word-of -mouth communication Opinion ladders in local communities have to be nurtured to win that confidence so salon owners or parlour owners are contacted by the company 1 mark</p> <p>b) 1 They derive more utility from the product 2 Their excitement makes their decision contiguous. (1+1)</p>	1 mark 4
Ans.25	<p>a)Facebook: Ans: Using Facebook, one can reach an audience of 107 million male and 33 million female users, with the same being a platform for over 93% of the brands to promote their products. Short videos or excerpts from news articles can be promoted as posts on Facebook to increase viewer engagement and start a conversation about the company online.</p> <p>b) Twitter : Ans: Using Twitter's features such as hashtags and enabling embedding of links within Twitter posts, not only can the news platform promote their content but can also make the same a trending topic and create a conversation around the upcoming business.</p> <p>c) WhatsApp: Ans: Given the popularity of news being circulated through WhatsApp, the platform can be used to share the business' news content and can reach an audience of over 1 billion people in over 180 countries.</p> <p>d) Instagram: Ans: A social media page can be created for the news business on Instagram wherein daily posts containing the articles and video programs from the business can be posted. Given that Instagram has a 15 times higher engagement rate than Facebook and 25 times higher than Twitter, the posts can reach a much wider demographic.</p> <p>(1+1+1+1)</p>	4