

Marketing (783)

CLASS XII

2018-19

TIME:3 HOURS

Max. Marks: 60

BLUEPRINT OF SAMPLE QUESTION PAPER

UNIT NO.	UNIT NAME	SECTION -A			SECTION - B	TOTAL
		MCQ / FILL IN THE BLANKS/ DIRECT QUESTIONS	VERY SHORT ANSWER QUESTION	SHORT ANSWER QUESTIONS	LONG/ ESSAY TYPE QUESTION	
		1 MARK EACH	2 MARKS EACH	3 MARKS EACH	5 MARKS EACH	
I	Product	3	-	2	1	6
II	Price	2	-	2	1	5
III	Place	2	3	1	2	8
IV	Promotion	3	2	1	2	8
V	Emerging Trends	2	2	1	1	6
TOTAL QUESTIONS		12	7	7	7	33
NO. OF QUESTIONS TO BE ATTEMPTED BY A CANDIDATE		Any 10	Any 5	Any 5	Any 5	25
TOTAL MARKS		10x1 = 10	5 x 2 = 10	5 x 3 = 15	5 x 5 = 25	60 MARKS

1. This question paper contains 33 questions out of which the candidate needs to attempt only 25 questions.
2. Question paper will be divided into two sections:
 - (i) SECTION A:
 - **Multiple Choice Questions/Fill in the blanks/Direct questions:** There will be 12 questions of 1 mark each. A candidate needs to attempt any 10 questions (Marks $10 \times 1 = 10$).
 - **Very short answer type questions:** There will be 7 questions of 2 marks each. A candidate needs to attempt any 5 question.(Marks $5 \times 2 = 10$).
 - **Short answer type questions:** There will be 7 questions of 3 marks each. A candidate needs to attempt any 5 questions (Marks $5 \times 3 = 15$).
 - (ii) SECTION B:
 - **Long answer/ Essay type questions:** There will be 7 questions of 5 marks each. Students need to attempt any 5 questions(Marks $5 \times 5 = 25$).