

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MARKETING (SUBJECT CODE-812)

CLASS XI (SESSION 2021-2022)

### MARKING SCHEME FOR SAMPLE QUESTION PAPER FOR TERM -1

Max. Time Allowed: 1½ Hours

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.
4. Section B is of 20 marks and has 25 questions on Subject specific Skills.
5. Section C is of 05 marks and has 07 competency-based questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.
8. All questions must be attempted in the correct order

#### SECTION A

Answer any 5 questions out of the given 6 questions on Employability Skills (1 x 5 = 5 marks)

1.	(d) Face to face communication	1
2.	(d) Both (a) & (c)	1
3.	(d) welcome them , introduce your family and thank them	1
4.	(b) External	1
5.	(b) Ctrl + N	1
6.	(c) F 7	1

#### SECTION B

Answer any 20 questions out of the given 25 questions (1 x 20 = 20 marks)

7.	(b) want	1
8.	(b) Ratio of its sales to total sales in the economy	1
9.	(c) Customer value	1
10.	(a) Cost	1
11.	(c) The production concept.	1
12.	(b) Philip Kotler	1

13.	(b) it refers to a process -----and nation's well being	1
14.	(d) Place	1
15.	(c) Market segmentation	1
16.	(d) Political and legal factors	1
17.	(b) Demographic	1
18.	(b) Eliminating environmental threats	1
19.	(b) Psychographic segment.	1
20.	(c) It allows business to improve customer relations with focus on market communications	1
21.	(d) fast food -----creches	1
22.	(c) Natural environment	1
23.	(b) A philosophy that stresses customer value and satisfaction	1
24.	(b) Target market	1
25.	(d) All, except promotion	1
26.	(b) political and legal	1
27.	(b) experiences – expectation	1
28.	(a) Adjacent segment strategy	1
29.	(b) Psychographic	1
30.	(b) personal demographic segmentation	1
31.	(d) FMCG goods	1

**SECTION C**  
**(COMPETENCY BASED QUESTIONS)**

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

32.	(b) Both (A) & (R) are correct and (R) is not the correct explanation of (A)	1
33.	(d) Technological environment	1
34.	(c) Environmental scanning	1
35.	(a) Economic	1
36.	(c) Large number of choices available	1
37.	(a) The product concept	1
38.	(A) Both (A) & (R) are correct (R) is the correct explanation of (A)	1