

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MARKETING (SUBJECT CODE-812)

CLASS XI (SESSION 2021-2022)  
MARKING SCHEME FOR 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 marked 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 marked questions. Attempt any three questions.
5. Section C is of 08 marks and has 03 competency-based questions.
  - a) Questions numbers 19 to 21 are four marked 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	Frequency	1
Ans.2	Green Economy	1
Ans.3	Customer needs or any other relevant point	1
Ans.4	1. Wildlife Protection Act, 1972 2. Forest Conservation Act, 1980 Or any other correct initiative	1
Answer any 01 question out of the given 02 questions		1 x 2 = 2
Ans.5	Setting goals, Estimating the funds required or any other relevant point	2
Ans.6	National Solar Mission, National Water Mission, National Mission for Greener India, National Mission for Sustainable Habitat or any other relevant point	2

**SECTION B**

**(5 + 6 + 6 = 17 marks)**

<b>Answer any 05 questions out of the given 07 questions</b>		<b>1 x 5 = 5</b>
<b>Ans.7</b>	Promotion	<b>1</b>
<b>Ans.8</b>	Philip Kotler	<b>1</b>
<b>Ans.9</b>	Sagacity	<b>1</b>
<b>Ans.10</b>	Any two out of the following: a. Extrovert/introvert b. Sensitive/intuitive c. Thinking/feeling d. Judging/percept	<b>1</b>
<b>Ans.11</b>	Adjacent segment strategy	<b>1</b>
<b>Ans.12</b>	Gatekeeper	<b>1</b>
<b>Ans.13</b>	<b>Any two out of</b> family , friends , reference groups, roles and status Or any other relevant point.	<b>1</b>
<b>Answer any 03 questions out of the given 05 questions</b>		<b>2 x 3 = 6</b>
<b>Ans.14</b>	The term "consumer" is used to represent a situation where a product can be consumed, and "customer" is used to deal with situation where the product is purchased and may not be directly consumed. <span style="float:right">1 Mark</span> For instance consumers of items like food, drugs, etc. but customers of garments, consumer durables, cars, etc <span style="float:right">1 Mark</span>	<b>2</b>
<b>Ans.15</b>	I. On the basis of Tangibility: (a) Tangible goods: They have a physical form and can be touched and seen. (b) Intangible goods: Intangible goods refer to services provided to the individual consumers or to the organisational buyers <span style="float:right">1 Mark</span> II. On the basis of Durability (a) Durable goods: Durable goods are products which are used for a long period i.e., for months or years together like mobile handsets, pressure cookers etc (b) Non-durable goods: Non-durable goods are products that are normally consumed in one go or last for a few uses. <span style="float:right">1 Mark</span>	<b>2</b>
<b>Ans.16</b>	A company can promote its product by way of – a. Advertising b. Sales promotion c. Personal selling d. Public Relations ( ½ mark for each point)	<b>2</b>
<b>Ans.17</b>	A. Individual consumer is the person who buys goods and services etc. for personal or household use. Organizational/Business/Industrial Consumer is the person who buys goods and services etc. for processing them for the ultimate users including personal/individual consumers. <span style="float:right">1 Mark</span> B. For example, if the purpose is to use furniture for self and family, one acts as an individual consumer. But if furniture is purchased by the office, it is organizational purchase. <span style="float:right">1 Mark</span>	<b>2</b>

<b>Ans.18</b>	Al Ries and Jack Trout articulated the concept of Positioning. 1 Mark Positioning helps in developing a Unique Selling Proposition (USP) or identification of particular appeal that the firm can present to the customers in each target segment. 1 Mark	<b>2</b>
<b>Answer any 02 questions out of the given 04 questions</b>		<b>3 x 2 = 6</b>
<b>Ans.19</b>	Factors affecting the needs of Targeting: <ol style="list-style-type: none"> <li>1. Existing product expertise</li> <li>2. Existing market share and market homogeneity</li> <li>3. Anticipated profitability and market share</li> <li>4. Nature of competitive environment</li> <li>5. Available corporate resources</li> <li>6. Segment attractiveness in terms of size, structure and growth or any relevant point, ( ½ mark for each point)</li> </ol>	<b>3</b>
<b>Ans.20</b>	Marketing Mix is important for an organization in following ways: <ol style="list-style-type: none"> <li>I. Marketing Approach It contributes towards the formation of an effective marketing strategy and its practical implementation. Integrates the essentials of effective marketing, identifies appropriate distribution channel sets a suitable price and identifies and employs suitable promotional media. It provides the organization with an all-inclusive and holistic marketing approach. 1 ½ mark</li> <li>II. Value Creation: Marketing mix guides in identifying and assessing the diverse aspects of the products or services in relation to their importance and utility to customers and their preferences. Furthermore, it also provides direction for the selection of a suitable distribution channel, where the target consumer is more likely to look around for offered services or products. The platform may range from being a retail store to an online shop. 1 ½ mark</li> </ol> ( ½ mark for each point, 1 mark each for explanation)	<b>3</b>
<b>Ans.21</b>	Pricing strategies adopted by the firm under service marketing mix: (Any three) <ol style="list-style-type: none"> <li>1. Value Pricing (EDLP – Every Day Low Pricing): here, the marketer promises consumers the lowest available price.</li> <li>2. Promotional Pricing: The concept of psychological discounting (Rs.99, Rs.49, etc.) is used to attract customers.</li> <li>3. Differentiated pricing i.e. difference in rate based on peak and non-peak hours or days of shopping is also a pricing technique.</li> <li>4. Bundling: it refers to selling combo-packs and offering discount to customers. The combo-packs add value to customer and lead to increased sales.</li> </ol> (1 Mark each)	<b>3</b>

<b>Ans.22</b>	<p>Variables that can be identified under psychological factors affecting the consumers behaviour: (Any three)</p> <ol style="list-style-type: none"> <li>1. Motivation - Motivation drives the consumers to develop a purchasing attitude. It works at a subconscious level and is often difficult to measure. For example - a buyer goes to a nearby restaurant and orders pizza for herself, because hunger was the motivating factor for her to purchase pizza.</li> <li>2. Perception - Individuals with the same needs might not purchase similar products due to difference in perception. For someone a Dell Laptop might be the best laptop while for others it could be just one of the best brands available.</li> <li>3. Learning - Learning comes only through experience. An individual comes to know about a product and service only after he/she uses the same. An individual who is satisfied with a particular product/service will show a strong inclination towards buying the same product again.</li> <li>4. Beliefs and attitudes - Consumers purchase products/services based on their opinions which they form towards a particular product or service. A product might be really good but if the consumer feels it is useless, he would never buy it.</li> <li>5. Personality - Personality traits of a person like dominance, self-confidence, sociability or adaptability influence his buying decision making up to great extent.</li> </ol> <p>(1 Mark each, ½ mark for each point, ½ mark each for explanation)</p>	<b>3</b>
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**SECTION C** **(2 x 4 = 8 marks)**  
**(COMPETENCY BASED QUESTIONS)**

<b>Answer any 02 questions out of the given 03 questions</b>		
<b>Ans.23</b>	<p>Type of target marketing strategy selected by Mr. Suresh is Niche segment strategy <span style="float: right;">1mark</span></p> <ul style="list-style-type: none"> <li>• This strategy involves targeting a limited number of consumers or a particular set of consumers in this case laborers.</li> <li>• Since separating a market into 100% homogeneous segments is really difficult, there is always a possibility to carve a niche within a segment consists of sufficient number of customers seeking somewhat specialized benefits from goods and service.</li> <li>• Niche segment consists of sufficient number of customers seeking somewhat specialised benefits from a good or service. This strategy would avoid direct competition with larger firms who are pursuing bigger segments</li> </ul> <p style="text-align: right;">1 mark each</p>	<b>4</b>

<p><b>Ans.24</b></p>	<p>The element of Marketing Mix talked about in the lines is PRICING. 1 Mark Different pricing strategies: (Any three)</p> <ol style="list-style-type: none"> <li>1. Market Penetration Pricing: The objective of penetration price strategy is to gain a foothold in a highly competitive market. The firm prices its product lower than the others in competition to achieve an early breakeven point and to maximise profits in a shorter time span or seek profits from a niche.</li> <li>2. Market Skimming Pricing: Most commonly used strategy and refers to a firm's desire to skim the market by selling at a premium price.</li> <li>3. Differential Pricing: It involves in a firm differentiate its price across different market segments.</li> <li>4. Geographic Pricing: It seeks to exploit economies of scale by pricing the product below the competitor's in one market and adopting a penetration strategy in another.</li> <li>5. Product Line: These are a set of strategies which a multi-product forms usually adopt.</li> </ol> <p>(1 Mark each, ½ mark for each point, ½ mark each for explanation)</p>	<p style="text-align: center;"><b>4</b></p>
<p><b>Ans.25</b></p>	<p>A. Cognitive purchase decisions are thought-based whereas emotive purchase decisions are feeling based. For example – buying a home will be cognitive purchase decision and buying snacks is an emotive purchase decision 2 Marks</p> <p>B. First two stages of consumer purchase decision process:</p> <ul style="list-style-type: none"> <li>• Problem Recognition – Here, consumer becomes aware of the difference between the actual state (where we are now and the ideal state ('where we want to be')). This stage motivates the individual to initiate purchase decision process.</li> <li>• Information Search – Here, the consumer gathers information related to his/her fulfillment of a desired state of affairs. High involvement purchases may invite large information searches, while low involvement purchases require little search activity. The search may include internal or external sources of information. During the internal search existing information feelings and experiences similar to the problem-solving situation are recalled from the consumer's memory. An external search collects information from outside sources, such as family members, friends, store displays, sales personal, advertisements and product reviews. 2 Marks</li> </ul>	<p style="text-align: center;"><b>4</b></p>