

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING (SUBJECT CODE: 812)

CLASS XI (SESSION 2021-2022)
BLUE-PRINT FOR SAMPLE QUESTION PAPER FOR TERM -II

Max. Time Allowed: 1½ Hours (90 min)

Max. Marks: 30

PART A - EMPLOYABILITY SKILLS (05 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS - VSA (1 MARK EACH)	NO. OF QUESTIONS - SA (2 MARKS EACH)	NO. OF QUESTIONS - LA (4 MARKS EACH)	TOTAL NUMBER OF QUESTIONS
4	Entrepreneurial Skills-IV	2	1	-	3
5	Green Skills-IV	2	1	-	3
TOTAL QUESTIONS		4	2	-	06
NO. OF QUESTIONS TO BE ANSWERED		Any 3	Any 1	-	04
TOTAL MARKS		3 x 1 = 3 Marks	1 x 2 = 2 Marks	-	05 Marks

PART B - SUBJECT SPECIFIC SKILLS (25 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS - VSA (1 MARK EACH)	NO. OF QUESTIONS - SA - I (2 MARKS EACH)	NO. OF QUESTIONS - SA - II (3 MARKS EACH)	NO. OF QUESTIONS - LA (4 MARKS EACH)	TOTAL NUMBER OF QUESTIONS
3	Segmentation targeting and positioning	3	1	1	1	6
4	Marketing mix	2	2	2	1	7
5	Consumer behavior	2	2	1	1	6
TOTAL QUESTIONS		07	05	04	03	19
NO. OF QUESTIONS TO BE ANSWERED		05	03	02	02	12
TOTAL		5 x 1 = 05	3 x 2 = 06	2 x 3 = 06	2 x 4 = 08	25
TOTAL MARKS		25 MARKS				

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CLASS XI (SESSION 2021-2022)
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
Q.1	Name the term defining a customer repurchasing a product of a company?	1
Q.2	Name the concept which refers to biological economy that is concerned with renewable energy, green buildings, clean transportation, water, waste and land management.	1
Q.3	Name any one principle that an entrepreneur must keep in mind while coming up with a business idea.	1
Q.4	Government of India has promoted and initiated number of policies to promote sustainable development. Name any two of them.	1
Answer any 01 question out of the given 02 questions		1 x 2 = 2
Q.5	State any two points of importance of having appropriate business planning for an entrepreneur.	2
Q.6	List down any four missions under NAPCC.	2

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

Answer any 05 questions out of the given 07 questions		1 x 5 = 5
Q.7	Which element of marketing mix is closely associated with newsletters, catalogs and invitation to the organization?	1
Q.8	Who developed the concept of marketing mix?	1
Q.9	Name the term that helps the marketer to segment his market as per the refinement of the family life cycle grouping system.	1
Q.10	Name any two personality dimensions important for market segmentation, as developed by Briggs and Myres.	1
Q.11	When a single segment focus has reached the point of full market penetration and after a single-market segment successful, the marketer opts for tackling a closely related segment. Identify the type of targeting strategy reflected here.	1
Q.12	Name the buying role in which a person permits a certain set of information and restricts some.	1
Q.13	Name any two social factors which play significant role in determining consumer behavior.	1
Answer any 03 questions out of the given 05 questions		2 x 3 = 6
Q.14	Customer and consumer are two words often used interchangeably, but they have different meanings in context of Marketing. State the difference between them with the help of examples.	2
Q.15	Discuss how Product can be categorized on the basis of tangibility and durability.	2
Q.16	Name the ways by which a company can promote its product.	2
Q.17	How is an individual consumer different from an industrial consumer? Explain with the help of an example .	2
Q.18	Who articulated the concept of Positioning? Explain its need.	2
Answer any 02 questions out of the given 04 questions		3 x 2 = 6
Q.19	Enlist any six factors affecting the needs of targeting.	3
Q.20	Explain how Marketing Mix is important for an organization.	3
Q.21	Explain any three pricing strategies adopted by the firm under service marketing mix.	3
Q.22	Discuss any three variables that can be identified under psychological factors affecting the consumers behavior.	3

SECTION C**(2 x 4 = 8 marks)****(COMPETENCY BASED QUESTIONS)**

Answer any 02 questions out of the given 03 questions	
Q.23	India is a big country with huge population practicing diversified culture. Different entrepreneurs try to bank upon the needs and wants of such people and run their business ventures. One such entrepreneur, Mr. Suresh started a tiffin service and offered a thali consisting of dal, 4 chapatis, a bowl of rice with seasonal vegetables at a rate of Rs. 50 per person to the laborers in an industrial area. Identify and explain the suitable type of target marketing strategy selected by Mr. Suresh.

4

Q.24	Name the element of Marketing Mix which is considered as the most crucial element for determining organization's profit and survival. All other elements of the marketing mix are dependent on this very element. Also, discuss the major strategies adopted by different marketers in context of identified element of marketing mix.	4
Q.25	As a consumer, each of us spends time and effort in terms of comparing prices, visiting showrooms, reading online reviews and even asking for advice from friends before making a final decision. In other words, time and effort are involved before making a purchase decision. At times our decisions are cognitive or emotional. A. Distinguish between Cognitive and Emotive purchase decisions. Give examples to support your answer. B. Discuss the first two stages of the consumer purchase decision process.	4