

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING (SUBJECT CODE-812)

CLASS XII (SESSION 2021-2022)
BLUE-PRINT FOR SAMPLE QUESTION PAPER FOR TERM -1

Max. Time Allowed: 1½ Hours

Max. Marks: 30

PART A - EMPLOYABILITY SKILLS (05 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS (1 MARK EACH)
1	Communication Skills-IV	2
2	Self-Management Skills-IV	2
3	Information and Communication Technology Skills-IV	2
TOTAL QUESTIONS		6 Questions
NO. OF QUESTIONS TO BE ANSWERED		Any 5 Questions
TOTAL MARKS		1 x 5 = 5 marks

PART B - SUBJECT SPECIFIC SKILLS (25 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS (1 MARK EACH)
1	Product	12
2	Price	13
3	Place	7
TOTAL QUESTIONS		32 Questions
NO. OF QUESTIONS TO BE ANSWERED		25 Questions
TOTAL MARKS		1 x 25 = 25 MARKS

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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.	Active listening is a helpful skill for any person to develop for the following reasons: a) It helps you to understand what people are saying in conversations and meetings b) It can help build rapport with your interviewer. c) To redirect one's focus from needs of the prospective employer or interviewer to oneself d) To help reduce your nervousness during an interview.	1
2.	Which is not true about Self-motivation? a) It increases individual's energy and activity. b) It directs an individual towards specific goals. c) It results in initiation and persistence of specific activities d) It inhibits cognitive processes and learning strategies used for completing similar tasks.	1

3.	To select multiple cells/ ranges together we must press and hold _____ key: a. Shift b. ALT c. ENTER d. CTRL	1
4.	A rectangular block of contiguous cells, that touch each other, especially along a line in OO Calc is known as _____. a. Cell Reference b. Chart c. Range d. Active Cell	1
5.	The response to a sender's message is called _____. a. Food bank b. Feedback c. Blood bank d. Bank	1
6.	The message may be misinterpreted because of _____. a. Barriers of communication b. Distortions c. Distraction d. Noise	1

SECTION B

Answer any 20 questions out of the given 25 questions

(1 x 20 = 20 marks)

7.	Which P of Marketing mix ensures availability of products? a) Place b) product c) promotion d) price	1
8.	This participant of distribution system performs various functions like buying, selling, assembling, and grading. a) Facilitating agency b) Manufacturers c) Intermediaries d) Consumers	1
9.	Spencer's selling FMCG goods to consumers Name the indirect channel used here. a) Zero level channel b) Two level channel c) Three level channel d) One level channel	1

10.	They take title to products but deal only with complementary products. a) Distributor b) Wholesaler c) Agent d) Retailer	1
11.	Which category of pricing is followed by the business houses where bidding is done for jobs? a) Demand based pricing b) competition-based pricing c) cost oriented pricing d) value Based pricing	1
12.	This pricing strategy goes inside the mind of a intended consumer to predict what the consumer would be willing to pay for a product and so helps firm in setting price. Identify. a) demand-based pricing b) competition-based pricing c)cost oriented pricing d value-based pricing	1
13.	Big bazaar advertises those vegetables, fruits and other item are available at low rate on Wednesdays. Identify the pricing method used by big bazar on Wednesdays. a) Price lining b) Psychological Pricing c) Everyday low pricing d)Team Pricing	1
14.	Market expansion with new customers being added is the feature of this stage. Identify the stage out of the following: a) Growth stage b) Introduction stage c) Maturity stage d) Decline stage	1
15.	if the buyers are habitual of the product the_____ price may be fixed a) Low b) High c) Moderate d) Dual	1
16.	The firms which are not able to market their products at good prices can't _____ in the long run as they are not able to pay for various factors of production. a) Expand b) Improve image c) grow d) Survive	1
17.	Which out of the following is a strong sales tool and an integral part of purchase advertising? a) label b) Package c) Packaging d)logo	1

18.	What is the basic objective of pricing? a) price stabilization b) Survival c) Preventing competition d) Profitability	1
19.	Some firms adopt ___ Pricing to prevent new firms from entering the market a) cost-plus pricing b) Markup Pricing c) Competitive Pricing d) below the cost pricing	1
20.	Where the market can be broken down into segments with different price elasticity of demand. Which type of pricing will be effective? a) Perceived value pricing b) Skimming c) penetration d) differential Pricing	1
21.	Mark up Price is the differences between the cost of good and its _____ a) variable cost b) unit total cost c) selling price d) Total cost	1
22.	Which function facilitates both the transaction as well as physical exchange of goods? a) Facilitating function b) Transactional function c) logistical function d) Negotiations	1
23.	Who stock the goods and sell them to the ultimate end user at a profit? a) Wholesaler b) Retailer c) Distributor d) Agent	1
24.	Who said, "Product is a complex of tangible & intangible attributes, including packaging, color, Price, Prestige & services that satisfy needs & wants of people"? a) Philip Kotler b) b) William J. Stanton c) c) Peter Drucker d) d) Jonah Berger	1
25.	Which out of the following is NOT included in the components of a product? (a) Associated feature (b) Core product (c) Logo (d) Tangible attributes	1
26.	_____ increases aesthetics & sales appeal. a) label b) Brand name c) Package d) logo	1

27.	Which 'P' out of the following is the focal point of all marketing activities? a) Product b) Price c) Promotion d) Place	1
28.	The specific company's products which get an identity through a name are called..... a) core Product b) Generic Product c) branded Product d) customized Product	1
29.	Which out of the following is NOT a factor influencing product mix? a) Quantity of production b) Affordability c) Market demand d) use of residuals	1
30.	What increase the rights of brand or company and its ownership? a) Brand marks b) brand names c) logo d) Trademarks	1
31.	For which type of products Sellers engage in Price war a) Shopping products b) Emergency goods c) homogenous Products d) Heterogeneous shopping	1

SECTION C
(COMPETENCY BASED QUESTIONS)

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

32.	If fixed expenses in a production unit are Rupees 1,62,000, variable cost per unit is Rs 45 and S.P per unit is Rs 60, find the BEP Quantity. What should be the S.P. if Break Even output is brought down to 18000 units? a) 54 b) 52 c) 45 d) 44	1
33.	X Started manufacturing stylish and comfortable T- Shirt but he is unable to generate enough sales as many people tend to buy T-shirts of big and established brands from show rooms. He decided to offer T-Shirt @ Rs 250 each well below what it costs him to draw customers in. He puts notice on the window to advertise this bargain. What tactic is he using here? a) Discount b) Rebate c) Psychological Pricing d) loss leader	1

34.	<p>A) Price is the only element which generates revenue for an organization and determines its growth.</p> <p>R) Price indicates the money value which a buyer is ready to exchange for purchase of certain products.</p> <p>a) Both A and R are true, and R is the correct explanation of A.</p> <p>b) Both A and R are true, but R is not the correct explanation of A</p> <p>c) A is true but R is false</p> <p>d) A is false but R is true</p>	1
35.	<p>Consumers are ready to pay high price for BMW cars in comparison to other cars available in the market. Identify the pricing policy followed by the business enterprise out of the following.</p> <p>a) Premium Pricing</p> <p>b) psychological pricing</p> <p>c) Market skimming</p> <p>d) Dual Pricing</p>	1
36.	<p>Apple was a brand strongly rooted in the computer & software segments of technology industry. In 1997 with the groundbreaking launch of I Mac & I Book company's fortunes changed drastically. And in 2001, with the rise of digital music downloads, the I pod was also a success upon its release. But their biggest success was undoubtedly the launch of first I phone in 2007.</p> <p>This above paragraph is an example of.....</p> <p>a) Product differentiation</p> <p>b) Product modification</p> <p>c) Product line</p> <p>d) Product diversification</p>	1
37.	<p>A) The life cycle of the product is the longest and that of the brand is shortest usually.</p> <p>R) Modifications need to be made in the PLC because of changes in the environment</p> <p>a) Both A and R are true, and R is the correct explanation of A.</p> <p>b) Both A and R are true, but R is not the correct explanation of A</p> <p>c) A is true but R is false</p> <p>d) A is false but R is true</p>	1
38.	<p>Maruti car Udyog ltd. Assembles different parts of their cars manufactured at different places by different manufactures. It keeps the purchased goods at a particular place. Which function of channel of distribution is discussed above?</p> <p>a) logistical function</p> <p>b) Transactional function</p> <p>c) Facilitating function</p> <p>d) Negotiations</p>	1