

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING (SUBJECT CODE: 812)

CLASS XII (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	PLACE	3	2	1	1	7
4	PROMOTION	3	2	2	1	8
5	EMERGING MODES	1	1	1	1	4
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 XII (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	Why has the electric vehicle programme been launched by EESL?	1
Q.2	When was IGBC founded?	1
Q.3	What is meant by 'Efficiency'?	1
Q.4	What is meant by 'Perseverance'?	1
Answer any 01 question out of the given 02 questions		1 x 2 = 2
Q.5	List any two ways in which Green jobs contribute to protect the environment.	2
Q.6	State any two points that motivate an entrepreneur.	2

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

Answer any 05 questions out of the given 07 questions		1 x 5 = 5
Q.7	Who provides an important link between the manufacturer or producer and the retailer?	1
Q.8	Define retailing according to Stanton.	1
Q.9	He is the one who performs a role similar to a wholesaler – that of taking products from producers and selling on. Identify 'He'.	1
Q.10	Name the term used for external communication which takes place between the company and various stakeholders.	1
Q.11	Whose report predicted that the OOH sector is projected to grow @ 10% over the next 5 years?	1
Q.12	In which situation a firm may opt for publicity?	1
Q.13	Define Service.	1
Answer any 03 questions out of the given 05 questions		2 x 3 = 6
Q.14	Why is window display in residential areas a must for retailers?	2
Q.15	For expensive and exclusive goods, which channel (long / short) is more suitable and why?	2
Q.16	Explain the concept of e-commerce.	2
Q.17	Define Sales Promotion according to Mcdonald and Wilson. Name any two objectives of Sales Promotion.	2
Q.18	Enlist any four advantages of online marketing.	2
Answer any 02 questions out of the given 04 questions		3 x 2 = 6
Q.19	Explain any three functions performed by wholesalers.	3
Q.20	Give any three points of difference between advertising and sales promotion	3
Q.21	Write a short note on public relations and sponsorship as ways of promotion.	3
Q.22	You went to a 5 star hotel for dinner. What is provided by the 5 star hotel 'goods' or 'service,'? Explain any two characteristics of Services.	3

SECTION C
(COMPETENCY BASED QUESTIONS)

(2 x 4 = 8 marks)

Answer any 02 questions out of the given 03 questions		
Q.23	Arun is a manufacturer of premium quality plastic toys and swings on a large scale which can be used by the schools exclusively. What factors should he take into consideration while selecting the channel of distribution suitable for his business?	4
Q.24	Now-a-days customers go to salons or parlours for hair or skin treatment done. Even many companies give some benefits to those salons and parlours who advocate their products to the potential buyers to boost the sales of that particular company. a) Why have companies started approaching the salons or parlours? b) What will happen when consumers feel good about their purchase decision?	4
Q.25	As an entrepreneur of an upcoming online news business, you are looking for platforms to increase the outreach of your articles and programs. List the ways by which you would use the following platforms to increase the viewership of your news portal: a) Facebook b) Twitter c) WhatsApp d) Instagram	4