

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING (SUBJECT CODE-812)

MARKING SCHEME FOR CLASS XI (SESSION 2022-2023)

Max. Time: 3 Hours

Max. Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section has 06 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)				
i.	d) Corresponds	NCERT	1	4	1
ii.	a) Listening	NCERT	1	2	1
iii.	b)Context Menu	NCERT	3	123	1
iv.	The difference between creativity and innovation is that while creativity is about just coming up with an idea, innovation is about also coming up with ways to make idea into reality.	NCERT	4	153	1
v.	b)Sustainable Development	NCERT	5	172	1
vi.	Goals	NCERT	2	97	1
Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)				
i.	d)This is what I want, won't you please make it?	CBSE Study Material	1	7	1
ii.	Segmentation, targeting and Positioning	CBSE Study Material	3	64	1
iii.	b)Hospital bed and tractor	CBSE Study Material	1	6	1
iv.	MARCUTUS	CBSE Study Material	1	20	1
v.	Generation Y includes people born after the year 1980	CBSE Study Material	3	69	1
vi.	d)Macro environment	CBSE Study Material	2	43	1

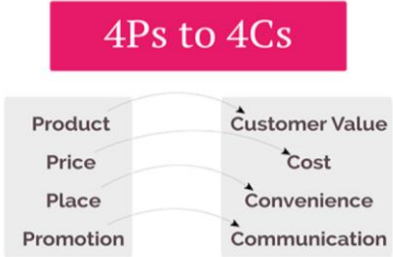
vii.	c) Competition among all firms	CBSE Study Material	2	59	1
Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)				
i.	b) Economic dimension and Legal dimension		2	51,52	1
ii.	b)Initiator	CBSE Study Material	5	143	1
iii.	a) Intensive distribution	CBSE Study Material	4	117	1
iv.	Philip Kotler	CBSE Study Material	1	7	1
v.	Customer	CBSE Study Material	5	134	1
vi.	c)Public	CBSE Study Material	2	60	1
vii.	(a)Customer Focus Value proposition	CBSE Study Material	3	86	1
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	Interest & Opinion	CBSE Study Material	3	76	1
ii.	d)A blending of four strategic elements to satisfy specific target markets	CBSE Study Material	4	103	1
iii.	b)Esteem Need	CBSE Study Material	1	9	1
iv.	c)Unique Selling proposition	CBSE Study Material	3	85	1
v.	d) Must be continually monitored by Marketing Managers	CBSE Study Material	2	44	1
vi.	Undifferentiated Marketing	CBSE Study Material	3	79	1
Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	b)Soft Core Loyal	CBSE Study Material	3	72	1
ii.	Personality refers to the aggregate of one's behaviour	CBSE Study Material	5	140	1
iii.	Time & Place utility or information or possession utility or form utility	CBSE Study Material	1	22	1
iv.	b)Durable products	CBSE Study Material	4	111	1
v.	c)Word of mouth communication	CBSE Study Material	4	115	1
vi.	Marketing Intermediaries	CBSE Study Material	2	58	1
Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	Preparer	CBSE Study Material	5	143	1
ii.	c)Both(a) & (b)	CBSE Study Material	1	24	1
iii.	d)Promotion	CBSE Study Material	4	115	1
iv.	c)Belief	CBSE Study Material	5	140	1
v.	Gatekeeper	CBSE Study Material	5	143	1
vi.	b)Industrial market	CBSE Study Material	2	58	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)					
Q. 7	Steps to be taken in favour of Fisheries Sector: <ul style="list-style-type: none"> ◆ We can avoid the problems of over-fishing by telling people about sustainable fishing practices which control fishing and provide enough time for fish to breed and multiply. 	NCERT	5	173,174	2

	<ul style="list-style-type: none"> ◆ If you eat fish, buy only those which are plentifully available and also in season (not during breeding season) <p>Steps to be taken in favour of Transport Sector:</p> <ul style="list-style-type: none"> ◆ Use public transport like buses or trains • Walk or cycle when possible • Use electric vehicles if possible 				
Q. 8	<p>Value of Perseverance is highlighted in the given question</p> <p>Other three values are:</p> <ol style="list-style-type: none"> 1. Confidence 2. Independence 3. Open-mindedness <p>(All 3 with explanation)</p>	NCERT	4	144,145	2
Q. 9	<p>Four open ended questions can be:</p> <p>Q1. What did you have for breakfast today?</p> <p>Q2. How you commute to school everyday?</p> <p>Q3. Where are you planning to go in upcoming summer break?</p> <p>Q4. Which subject you like the most?</p>	NCERT	1	55	2
Q. 10	<p>Ways to build a network of people around you:</p> <ol style="list-style-type: none"> 1. Converse: Have a pleasant appearance. For example, smile and look at the person with confidence. Start off with a question. For example, how is the traffic in your 2. Engage: Share useful information. For example, do not appear to be superficial. 2. Tell: Share information on events or activities that you know of. For example, tell others about a fun fair in your locality. 3. 4. Communicate Regularly: Stay in touch. For example, speak to your group of people regularly. Invite them for parties and get together 	NCERT	2	90	2

	<p>5. Open-up: Show interest in getting to know them. For example, asking them about what they do in free time. Listen to them patiently and take the conversation ahead. For example, if they mention they need someone to organise a party, offer to share contact of a known person with them.</p> <p>6. Network Smartly: Talk to them about things that are common between the two. For example, a similar interest in food or any common hobbies. Share your experience with them. For example, you can talk about your recent vacation.</p> <p>(Any 4 with explanation)</p>				
Q. 11	<p>Steps to save a new word document</p> <ul style="list-style-type: none"> ◆ Click on File and then click Save or Save As. ◆ Browse to the desired folder, type the filename (for example, Hello World) in the name textbox and click on Save 	NCERT	3	115	2
Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)					
Q. 12	<p>Following useful outcomes can be gathered by study of psychological level of consumer:</p> <ul style="list-style-type: none"> ◆How consumers think, feel, reason, react to different environments andselect between different alternatives (e.g., brands, products, and retailers) ◆The behaviour of consumers while shopping or making other marketingdecisions ◆The extent of consumer knowledge or information processing abilitieswhich influence decisions and marketing outcome ◆What motivates consumers and their decision-making strategies fordifferent products ◆How can marketers adapt and improve their marketing campaigns andmarketing strategies to more effectively reach the consumer. (Any four) 	CBSE Study Material	5	139	2

Q. 13		CBSE Study Material	4	118	2
Q. 14	<p>Kids: Fruit Bread, Sweet Bread Youth: White Bread, Pita Bread Health Conscious: Whole Wheat bread, Multigrain Bread Food Lover: Garlic Bread, Kulcha Bread</p>	CBSE Study Material	3	76	2
Q. 15	<p>Environmental Scanning is the identified process. Environmental scanning is a process of scrutinizing and weighing up changes and trends in marketing environment by the firm. Through environmental analysis, the management can develop an Environmental Threat and Opportunity Profile (ETOP) which gauges the impact of various environmental forces on the firm.</p>	CBSE Study Material	2	44	2
Q. 16	<p>The concept stated here is of Customer Value. Customer Value = Total Customer Benefits – Total Customer Costs Customer value is difference between the values benefits the customer gains from owning a product and cost of obtaining the product. The cost of product is not limited to price but also time and energy spent shopping.</p>	CBSE Study Material	1	13	2
Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)					
Q. 17	<p>(a)Societal Marketing Concept: The societal marketing concept believes in giving back to the society as it believes that the company is profiting because of society and hence it should also take measures to make sure the society also benefits from the company. The concept advocates to deliver the customer satisfaction in a way that preserves or enhances the customer’s and the society’s well-being.</p> <p>(b)Relationship Marketing: The</p>	CBSE Study Material	1	27, 28, 32	3

	<p>approach suggests developing strong relationship with its partners who are suppliers and distributors. It will lead to better channel arrangements, higher levels of cooperation, less conflict, and increased efficiency. In relationship marketing everyone is treated as customers.</p> <p>(c) Selling Concept: The concept is based on the belief that customers, be individual or organizations will not buy enough of the organization's products unless they are persuaded to do so. So, organizations should undertake selling and promotion of their products for success.</p>						
Q. 18	Basis	Market Skimming Policy	Market Penetration Policy	CBSE Study Material	4	113	3
	Objective	Its objective is to skim the market by selling at a premium price.	Its objective is to gain a foothold in a highly competitive market.				
	Prices	High Prices are charged	Low prices are charged				
Q. 19	<p>Meaning of Positioning: Positioning is concerned about creating a perception in a consumer's mind about the nature of company and its products relative to competitors.</p> <p>Positioning is done by developing a Unique Selling Proposition (USP) or identification of particular appeal that the firm can present to the customers in each target segment.</p> <p>Bases of positioning can be Physical Positioning and Perceptual Positioning.</p>			CBSE Study Material	3	85,86	3
<p>Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)</p>							
Q. 20	<p>a) Economic Environment The economic environment relates to all the economic determinants that influence commercial and consumer compliance. The term economic environment indicates all the external economic circumstances that</p>			CBSE Study Material	2	50-54	4

	<p>affect the purchasing practices of customers and markets. Hence, it influences the production of the business</p> <p>b)Social Environment: The social environment of a country determines the value system of the society which in turn affects the marketing of products.Sociological factors such as caste structure, mobility of labour, customs, cultural heritage, view towards scientific methods etc.might have a far-reaching impact on business.</p> <p>c)Technological Environment:Technological environment refers to the state of technology in the areasof manufacturing, mining, construction, materials handling, transportation andinformation technology. Advancements in technology leads to greater productivity,</p> <p>d)Legal Environment: The political environment includes all laws, government agencies and constitutional provisions affecting or limiting business organizations within a society. It is essential for marketers to be aware of such provisions, incentives, Government's intervention and restrictions in business as these factors make great influence on business decisions</p>				
Q. 21	<p>1. Geographic /Demographic segmentation: It consists of defining customers according to their country of birth and their location. Important variables according to Geography may be global, global regional, national, National regional, city/state, neighbourhood/ local, topography, and climate. Another basis may be geographical density – urban, suburban, and rural. Next basis may be the climate – warm, cold, and rainy.</p> <p>2. Personal Demographics segmentation. Populations are often</p>	CBSE Study Material			4

broken down into categories on the basis of age, gender, ethnic origin, education, income, occupation, Religion, Family size, Stage of family life cycle, social status/class, etc. In Demographic segmentation, the market is divided into segments on the basis of readily observable personal characteristics such as age, gender, ethnicity, etc. It offers a wide variety of bases for segmentation.

4. Socio Economic Segmentation:

The populations are broken down according to income, employment, education, social class, home/car ownership, etc. Segmenting by income is very popular, especially for cars, luggage, vacations and fashion goods. College-going students have different demands than the people who after good higher education join the companies as executives, and those who are illiterates.

4. Behavioural Segmentation:

Emphasis is placed on differences in peoples' values and not on differences in socio-demographic profiles. It takes into consideration the purchasing behaviour as the starting point, how frequently they buy, how loyal they are, what benefits they seek, when they buy, etc

5. Psychographic segmentation: It examines mental characteristics and predispositions connected with purchasing habits. It is related with similarity of values and lifestyles. It is concerned with the interests, activities and opinions of consumers, and is often related to life styles. Consumers buy things because of the personality, lifestyle and the consumer values they hold. People who think about the world in a similar way will respond similarly to the marketing mix.

(any 4 with explanation)

<p>Q. 22</p>	<p>a)Product <i>“Their products include chips, biscuits, sweets and squashes”</i></p> <p>A product is an item that is built or produced to satisfy the needs of a certain group of people. Product can be tangible good or intangible service.</p> <p>b)Price <i>“ It charges a comparatively higher price than its competitors as it sells quality products”</i></p> <p>The price of the product is basically the amount that a customer pays for consuming it. Price is a very important component of the marketing mix definition. It is crucial in determining the organization’s profit and survival.</p> <p>c)Place <i>“It has five of its own retail shops. It also sells its products through various grocery stores”</i></p> <p>Place or distribution refers to making the product available for customers at convenient and accessible places. We have to position and distribute the product in a place that is accessible to potential buyers</p> <p>d)Promotion <i>“It regularly uses different communication tools to increase its sales”</i></p> <p>Promotion represents the different methods of communication that are used by marketer to inform target audience about the product</p>	<p>CBSE Study Material</p>	<p>4</p>	<p>110,113,115 &116</p>	<p>4</p>
<p>Q. 23</p>	<p>Consumer Decision Process</p> <p>1.Problem Recognition: During the first stage of the consumer decision making process, the consumer becomes aware of the difference between the actual state and ideal state. This stage motivates the individual to achieve the desired state of affairs. Here they may also play a role through creating a new ideal state or by increasing dissatisfaction with the actual state.</p>	<p>CBSE Study Material</p>	<p>5</p>	<p>146</p>	<p>4</p>

2. Information Search: In the second stage, the consumer gathers information related to his/her fulfilment of a desired state of affairs. This search identifies alternative means of problem solution. High involvement purchases may invite large information searches, while low involvement purchases require little search activity. The number of brands that a consumer actually considers in making a purchase decision is known as the evoked set. Marketers seek to influence consumer decisions during the process of search by providing persuasive information about their goods or services in a format useful to consumers.

3. Evaluation of Alternatives: The third step in the consumer decision making process is to evaluate the evoked set of options identified during the search step. The result of the evaluation stage helps in choosing a brand or product in the evoked set or might also result in a decision to start search for additional alternatives, when all those which were identified during the initial search seem to be unsatisfactory. To complete this analysis, the consumers develop a set of evaluation criteria to guide the selection.

4. Purchase Decision and Action: The search and alternative evaluation stages of the decision process result in the final purchase decision and the act of making the purchase. At this stage, the consumer has evaluated each alternative in the evoked set based on his/her personal set of evaluative criteria and lowered the alternatives down to one. Marketers can smooth the purchase decision and action by helping consumers through providing finance, delivery, and installation and so on.

	<p>5. Post-Purchase Evaluation: The purchase act might result in one of two:</p> <p>Satisfaction – The buyer feels satisfied at the reduction of the gap between the actual and the ideal states or might experience dissatisfaction with the purchase. Consumers are generally satisfied if purchases meet with their expectations.</p> <p>Dissatisfaction – Sometimes, however, consumers experience some post purchase anxieties, called cognitive dissonance. It is a thought that one has not made the right decision. The consumer attempts to reduce this anxiety by searching for additional information that supports his/her choice. The marketer can help by providing supportive information to the buyer and also by positive marketing communications. (Any 4 with explanation)</p>				
<p>Q. 24</p>	<p>Scope of marketing</p> <p>1.Goods: A tangible item which can be an article, commodity, material, merchandise, supply, wares produced from agricultural, construction, manufacturing or mining</p> <p>2.Services: Products that have intangible properties such as banking, consultancy, education, insurance, accounting, expertise, medical treatment or transportation</p> <p>3. Experience: Marketers can create stage and market experiences to the customers. For example, Water Park, and theme parks provide experience marketing. Another different real-life experience is been enjoyed by customers at modern retail outlets. Now retailing is not an activity involved in just selling goods to the customers, it has now become an experience.</p> <p>4. People: Marketing can help people to market themselves. Politicians are the</p>	<p>CBSE Study Material</p>	<p>1</p>	<p>15,16,17</p>	<p>4</p>

most suitable and common example of people marketing. Politicians market themselves to the customers (voters) by promising them certain bundle of benefits. Cricketers, film stars, authors, painters, musicians and sportsperson market themselves.

5. Places: Cities, state and nation can be marketed to the consumers. Place marketers include real estate developers, commercial banks, businesses etc. One can't forget the incredible India campaign by Indian government to market India as tourist spot. In India, Bangalore is known as the Silicon Valley of India. Kerala is known as God's own country.

6. Organisation: Organizations market themselves to create and boost their image in customer's mind. They try to create a unique and favourable image in the eyes of customers that can give organizations an edge over others in the market place. 'Tata group comprising of multiple brands, stands for trust and quality globally.

7. Property: Properties, whether tangible like real estate or intangibles like stocks can be marketed to the customers. Properties are bought and sold and this exchange process seeks the role of marketing. Real estate developers (DLF, Unitech, and Supertech) develop property and seek buyers for the same. Same is the case with any investment company that wishes to sell its securities to individuals as well as institutions.

8.Events: Marketers promote different events from time to time their customers. These events can be for individuals or organizations. Sports events like Commonwealth games, Cricket world cup series, Musical Concert, Awards, and Fashion shows, etc are events

9.Information: Information is basically produced and marketed and distributed by universities, schools, colleges, newspapers, magazines, books etc to the customers at a price. The customers here might be parents, students and communities.

10. Ideas: Every marketer offers some idea. Some offer it for money others do it for society in general. Marketers make profit from society and they shall also give back to the society. Social marketing comprises of creating awareness on few ideas like Family Planning, AIDS awareness, child labour, domestic violence, wearing of helmet while driving, blood and eye donation etc.

(Any 8 points with explanation)