

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING (SUBJECT CODE: 812)

Blue-Print for Sample Question Paper for Class XII (Session 2023-2024)

Max. Time: 3 Hours

Max. Marks: 60

SECTION A - EMPLOYABILITY SKILLS (10 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	
1	Communication Skills-IV	1	1	2
2	Self-Management Skills- IV	2	1	3
3	Information and Communication Technology Skills- IV	1	1	2
4	Entrepreneurial Skills- IV	1	1	2
5	Green Skills-IV	1	1	2
TOTAL QUESTIONS		6	5	11
NO. OF QUESTIONS TO BE ANSWERED		Any 4	Any 3	07
TOTAL MARKS		1 x 4 = 4	2 x 3 = 6	10 MARKS

SECTION B - SUBJECT SPECIFIC SKILLS (50 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANS. TYPE QUES.- I	SHORT ANS. TYPE QUES.- II	DESCRIPTIVE/ LONG ANS. TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	3 MARKS EACH	4 MARKS EACH	
1	Product	6	1	1	1	09
2	Price	8	1	-	1	10
3	Place	6	-	1	1	08
4	Promotion	6	2	1	1	10
5	Emerging Trends in Marketing	6	1	-	1	08
TOTAL QUESTIONS		32	5	3	5	45
NO. OF QUESTIONS TO BE ANSWERED		26	Any 3	Any 2	Any 3	34
TOTAL MARKS		1 x 26 = 26	2 x 3 = 6	3 x 2 = 6	4 x 3 = 12	50 MARKS

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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. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	Which of the following kinds of communication do students spend most time engaged in: a)Listening b)Speaking c)Reading d)Writing	1
ii.	Which is the correct step to save a presentation? a)File>Open>File name>Open b)File>Save As>Type file name>Save c)File>Close>Save>OK d)File>Template>Save as Template	1
iii.	Malvika has a feeling of extreme social inhibition, and inadequacy. What type of personality disorder is this? a) Dependent b) Avoidant c) Obsessive d) Borderline	1
iv.	Shruti wants to start a sweet shop. After speaking to some people in her area, she finds out that nobody sells quality sweets. She decides to make non-fried sweets. Which type of entrepreneurial attitude is reflected by Shruti here? a) Decisiveness b) Perseverance c) Taking Initiative d) Interpersonal Skills	1
v.	Which of the following is not a green job? a) Energy Consultant b) Urban Cutter c) Clean Car Engineer d) Natural Scientist	1
vi.	If you are aware of your own values, likes, dislikes, strengths and shortcomings as an individual. It denotes the fact that you are a)Self-Confident b)Self-Control c)Self-Aware d)Self-Motivated	1

Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	Name the concept used to describe a group of related products manufactured by a single company. a) Product line b) Product mix c) Product portfolio d) Product decision	1
ii.	A musical troupe performs a stage concert on two consecutive days at the same venue, for the same cost, with the same members. However, their performance on the second day was far more superior and vibrant than on the first day. Identify which characteristic of services is highlighted. a) Perishability b) Inseparability c) Heterogeneity d) Intangibility	1
iii.	X Beauty Salon charges a higher price for its services like haircut, manicure, facial, pedicure etc. but charges a lower price for a package including all these services. Identify the pricing policy. a) Psychological Pricing b) Leader Pricing c) Team Pricing d) Individual Pricing	1

iv.	How can a marketer ensure that the brand mark for his products and services is not copied by any other marketer?	1
v.	_____ is the main reason for difficulty in services of marketing. a) Separability b) Intangibility c) Availability d) Demand Supply Gap	1
vi.	What is meant by End-to-end encryption in the context of WhatsApp?	1
vii.	The intermediary who takes possession of products but do not actually own them. a) Wholesalers b) Industrial users c) Agent d) Retailer	1

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	A label performs several functions for a product. These include all of the following except: a) Grades b) Protects c) Describes d) Classifies	1
ii.	Which of the following take place at retailer's end? a) Promotion b) Placing c) Pricing d) Exchange	1
iii.	State an example of Hybrid Sales Promotion.	1
iv.	Coffee is priced differently by different hotels because buyers assign some values to each. This is an example of_____ a) Perceived value pricing b) Differential pricing c) Competition oriented pricing d) Skimming pricing	1
v.	Give the full form of "CRM".	1
vi.	One to one Sequential is an example of which type of service? a) Video game b) Classroom lecture c) Counseling d) Vending Machine	1
vii.	Which of the following is the overall goal of promotion mix? a) To decrease operating expenses b) To have the right goods available c) To convey a message d) To persuade consumer to buy	1

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Buying, selling and _____ are the part of transactional function a) Risk Bearing b) Production c) Credit d) Research	1
ii.	All of the following are true about price except: (a) Price is independent of the other elements of the marketing mix (b) Price is the monetary value of a product (c) Price is most flexible tool in the marketing mix (d) Price is marketing mix element which produces revenue	1
iii.	In marketing dictionary, SMM stands for a) Social Marketing Management b) Social Management Marketing c) Social Media Marketing d) Social Media Manipulation	1
iv.	Name any two dimensions of product mix.	1

v.	If a company wants to build a good “corporate image”, Which of the following marketing communication mix tools, it will probably use a) Direct Marketing b) Online Marketing c) Public Relation d) Advertising	1
vi.	Adding a standard profit to the cost of the product refers to _____ a) Premium pricing b) Price elasticity c) Break-even price d) Cost-plus pricing	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Place in 4 P’s means same as: a) Promotion b) People c) Distribution d) Demand	1
ii.	A large number of people are averse to a) Newspaper Advertising b) Cinema Advertising c) Telemarketing d) Out of home advertising	1
iii.	Place is an important part of the marketing mix because: a) Consumer must be in the right place to buy the product b) The product must be ready for consumers in the right place c) Advertising should be in the right place d) Consumer to be at right place and at right time	1
iv.	Mention any one quality of fifth “P’ of marketing mix.	1
v.	Push strategy of promotion is more appropriate when: a) There is no brand loyalty b) There is moderate brand loyalty c) There is low brand loyalty d) There is high brand loyalty	1
vi.	_____ price policies are considered when substitute products are marketed. a) Marketing Skills b) Elasticities c) Market Skimming d) Market Penetration	1

Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	The element of promotion mix which involves giving short-term benefit to customers in order to attract more customers is called _____.	1
ii.	Concept of labelling & packaging are associated with which element of marketing mix: a) Price mix b) Product mix c) Place mix d) Promotion mix	1
iii.	A company is operating at a break-even level of output producing 5,000 units. The selling price per unit ₹ 20 and variable cost is ₹ 15 per unit. The fixed cost of the company would be: a) ₹ 50,000 b) ₹ 25,000 c) ₹ 5000 d) ₹ 75,000	1
iv.	The price setting method which most closely corresponds to the concept of product positioning is: a) Cost-Plus Pricing b) Going rate pricing c) Perceived Value Pricing d) Psychological Pricing	1

v.	A company manufactures eyewear products and sells through its own website to consumers. Which of the following channels of distribution is being used by the company? a) Producer -Retailer- Consumer b) Producer – Consumer c) Producer- Wholesaler- Retailer- Consumer d) Producer- Agent- Retailer- Consumer	1
vi.	ABC Ltd. Company, manufacturer of electronic appliances entered into a formal agreement with the distributors of products, not to sell below the fixed price in any situation. Identify the concept of pricing stated here.	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)

Answer each question in 20 – 30 words.

Q. 7	“Self-Motivation is significant in building one’s personality”. Comment by giving any two points.	2
Q. 8	An entrepreneur requires some underlying characteristics which result in superior performance in achievement of entrepreneurial goals. Explain any two such competencies.	2
Q. 9	Elucidate any two features of spreadsheet application.	2
Q. 10	Your friend’s interview is scheduled for next week with one of the reputed companies of telecom sector. Suggest your friend what to do before and after the interview (Four points each)	2
Q. 11	Elucidate any four steps to make home toxin free.	2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

Q. 12	What do you understand by the Push and Pull strategies of promotion mix?	2
Q. 13	Distinguish between Skimming pricing and Penetration pricing policy on any two basis.	2
Q. 14	” Online marketing creates many opportunities and challenges to grow” In the light of the given statement”. Explain any two challenges faced by marketers in online marketing.	2
Q. 15	Organise the following products under different categories of consumer goods by preparing a flow chart a) Furniture b) Cotton Clothes c) Torch d) Vaccinations	2
Q. 16	State any four objectives of activities which add value to a product or service for a limited time period by offering an incentive to purchase.	2

Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)

Q. 17	Differentiate between ‘Advertising’ and Word of Mouth Communication’.	3
Q. 18	Discuss any three marketing strategies adopted at 2 nd Stage of Product Life Cycle.	3
Q. 19	Examine the role of middleman who deals on large scale in the modern business.	3

Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

Q. 20	List any four grounds on the basis of which price discrimination occurs. Illustrate each with the help of an example.	4
Q. 21	“Online marketing means hassle free Marketing”. Justify the statement from marketers’ viewpoint by giving any four reasons.	4
Q. 22	Products have their own identity & personality. Most of the users associate meaning with products which given them satisfaction. A customer never just purchases the core product but also needs much more than just the basic element of the product. Describe the other components of the product which contribute to making the ‘total product offering’. Explain with the help of any four examples.	4
Q. 23	You are a leading manufacturer of’ fully automatic washing machines. Explain the factors that will guide you in selecting the route to sell your washing machines if the ‘product’ and the ‘Company’ are to be focused. (2+2)	4
Q. 24	Explain the meaning and role of Public Relation and Sponsorship.	4