

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING (SUBJECT CODE 812)

Blue Print for Sample Question Paper for Class XII (Session 2020-2021)

Max. Time: 3 Hours

Max. Marks: 60

PART 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	7
TOTAL MARKS		1 x 4 = 4	2 x 3 = 6	10 MARKS

PART 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	7		1	1	9
2	Price	8		1	1	10
3	Place	7		1	1	9
4	Promotion	6	2		1	9
5	Emerging trends in marketing	4	3		1	8
TOTAL QUESTIONS		32	5	3	5	45
NO. OF QUESTIONS TO BE ANSWERED		Any 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

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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

Q1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i	Which green job encourages many people have their own organic gardens on roof tops to grow seasonal fruits & vegetables. A) Gardeners B) urban Growers C) urban protectors D) Urban Gardeners	1
ii	Identify the correct option for the acronym 'SMART'. A) Specific, Measurable, Attainable, Realistic, Timely B) Specific, Motivational, Attainable, Realistic, Timely C) Specific, Measurable, Actionable, Realistic, Timely D) Sporty, Measurable, Attainable, Realistic, Timely	1
iii	Name the software that helps in performing calculations using formulae and in analyzing the data.	1
iv	Which out of the following helps in shaping personality of an individual? A) Family B) Culture C) Society D) All of these	1
v	What increases individuals' energy & activity to direct towards the attainment of specific goals? A) Self motivation B) Motivation C) Inspiration D) None of these	1
vi	Aura or vibe signals are used to communicate. Identify the type of communication through Aura signal. A) Verbal B) Non-Verbal C) Message D) All of these	1

Q2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i	Expenditure on different promotion and advertising media like TV and Radio sales promotion etc. are the examples of _____. A) Fixed cost B) Semi variable cost C) Price D) Variable cost	1
ii	How are the price and quantity demanded of a product related to each other? A) Directly B) Falling C) Inverse D) Moving upward	1

iii	You are a manufacturer of a shampoo, but your organization is not financially sound. In this situation which channel of Distribution is suitable for you? A) Direct channel B) Indirect channel C) Both channels can be used D) None of these	1
iv	Direct selling through telemarketing, relies heavily on _____. A) Personal selling B) Sales promotion C) Public relations D) Advertising	1
v	What is indicated by price, which a buyer is ready to exchange for purchase of certain goods/ services? A) Satisfaction B) Money value C) Purchasing power D) Marketer's assessment	1
vi	Which is not an example of noise in communication? A) The communicator and receiver talk one to one basis B) The sales fails to identify a product and gives wrong information C) The direct mail recipient is not interested in your offer D) All of the above	1
vii	Conventionally it was used to protect the product from damage on route and facilitate handing but later on it became a major tool in the promotion of the product. A) Labeling B) Branding C) Packaging D) Pricing	1

Q3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i	I bought a rail ticket from Delhi to Mumbai in Rajdhani Express but to my surprise I got travel insurance free worth Rs.2 lakh, in case of my death during the journey due to rail accident. Which benefit is highlighted in the above statement? A) The potential product B) Augmented product C) The Customized product D) Generic product	1
ii	Very purpose for which product is created is its _____ benefits. A) core B) Impulse C) product D) Customized	1

iii	What out of these is contributing heavily to the economy all over the world: A) Benefits B) Products C) Service D) Utilities	1
iv	What price will be fixed for a product having more features and attributes? A) Higher B) Lower C) Moderate D) Profit maximization	1
v	What out of the following must be supporting other elements of marketing mix? A) Pricing B) Price C) Product D) Revenue	1
vi	How does availability of quality goods at a competitive price affect social welfare in society? A) Neutralizes B) Minimizes C) Maximizes D) No effect	1
vii	Normally seen on Liberty shoes, price tag shows that the selling price of the pair is Rs.699 or Rs.799 or so. Identify the pricing method adopted by Liberty shoes Ltd. as discussed. A) Psychological pricing B) Leader pricing C) Premium pricing D) Price lining	1

Q4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	During the year, while studying in class XII, you thought of developing a product in future, say by 2023 your thoughts will be shaped into a bundle of utilities. It is called a _____. A) Generic product B) The Customized product C) Augmented product D) The potential product	1
ii	What is the name of the set of marketing intermediaries called as per Kotler?	1
iii	Who out of the following perform various functions like buying, selling, packaging & packing etc. A) Intermediaries B) Manufacturers C) Consumers D) Facilitating Agents	1

iv	_____ refers to the process of keeping the goods purchased from different places at a particular place. A) Sorting B) Grading C) Labeling D) Assembling	1
v	Who carries products from a single brand/company? A) Distributor B) Retailer C) Agent D) Wholesaler	1
vi	A bundle of benefits, tangible and intangible is a _____. A) Good B) Service C) Product D) Benefit	1

Q5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	Along with Producer based factors, few more factors that affect the selection of channel of Distribution are. A) Product based B) Market based C) Middlemen based D) All of those	1
ii	Which 'P' is meant to create lifetime relationship of the marketer with the customers? A) Product B) Promotion C) Place D) Price	1
iii	At the last moment while paying cash at the billing counter you bought a pack of cloth clips. This is an example of _____ goods. A) Impulse B) The Customized C) Augmented D) Generic	1
iv	It involves putting the names of all entrants in a computer and deciding winners by chance. A) Sweepstakes B) Free prize draws C) Competition D) Prize promotion	1

v	Which strategy out of these emphasizes on consumers: A) Push B) Pull C) Advertising D) None of these	1
vi	Why a service cannot be seen, touched, held or put on a shelf? A) Omnipresent B) No physical shape C) Not accessible	1

Q6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	During COVID-19 pandemic situation, worldwide prices of sanitizer, masks & PPE kits are regulated by the Government policies. Identify the factor discussed in the statement. A) Promotional Programs B) Internal factors C) External Factors D) Market conditions	1
ii	Identify the correct option for the acronym 'PPP'. A) Purchasing Power Parity B) Purchasing Power Pair C) Purchase Power Pair D) Purchase Power Parity	1
iii	In Which year did Whatsapp join Facebook? A) 2016 B) 2015 C) 2013 D) 2014	1
iv	To increase impulsive buying the best suited promotion tool is : A) Personal selling B) Advertising C) Consumer Protection D) Publicity	1
v	Jewelry and car fall under _____ products, since maximum efforts are put in buying them. A) Consumer goods B) Shopping goods C) Durable goods D) Specialty goods	1
vi	A big refrigerator is installed by a sponsored manufacturing company on a shop of a retailer located in a busy market. On the refrigerator the name of the sponsored company with logo is printed in block letters however brand of refrigerator is not visible. Identify the objective of sales promotion highlighted in the above sentence.	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.

Q7	List down the steps to copy cell content in Spreadsheet.	2
Q8	List any four common personality disorders.	2
Q9	How does the most critical skill in effective communication benefit any salesman in his career?	2
Q10	List down any four ways to reduce Greenhouse Gases.	2
Q11	Write any four competencies identified by EDII that were found in successful entrepreneurs.	2

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

Q12	Discuss any two advantages of social media marketing.	2
Q13	Define service as defined by the American Marketing Association.	2
Q14	Classify the types of services.	2
Q15	Discuss any two disadvantages of online marketing.	2
Q16	Discuss any four functions performed by promotion element of marketing mix.	2

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

Q17	While deciding the most crucial element of marketing mix, the business is required take into account various aspects of production. Enlist and Explain them in brief?	3
Q18	Apart from the relevant and correct information, what else must be the part of a label?	3
Q19	Availability of products depends upon how efficiently it is managed. Discuss the importance of identified element	3

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

Q20	Immunity Booster has been developed by you. You need to select suitable promotion mix for your new product to establish your company's name in the market in the emerging period.	4
Q21	Discuss the various functions performed by Retailers?	4
Q22	Discuss any four platforms for social media marketing.	4
Q23	Discuss the importance of a 'P' which is the core of all Marketing activities?	4
Q24	Discuss the factors of the pricing method where intensity of the demand for the product would be different.	4