

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING (SUBJECT CODE-812)

CLASS XI (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-III	2
2	Self-Management Skills-III	2
3	Information and Communication Technology Skills-III	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	Introduction to marketing	15
2	Marketing environment	11
3	Marketing segmentation	6
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.	Choose the correct example of oral communication : a News paper b Notes c Reports d Face to face communication	1
2.	The emails are sent for the motive : a To communicate information b To talk to each other c To share documents & files d Both (a) & (c)	1
3.	Your family has moved to a new house. Your next door neighbor pays a visit. What should you do? a Tell them you are in the middle of shifting and can't speak to them b Get irritated c Give them an artificial smile and ask them to leave d Welcome them, introduce your family and thank them.	1
4.	Sarthak goes to Gym daily for 4 hours as he wants to win the body building competition. What type of motivation is this? a Internal b External c Both (a) & (b) d Not specific	1

5.	Which short cut key is used to create a new document? a Ctrl + C b Ctrl + N c Ctrl + M d Ctrl + D	1
6.	The short cut key used to start the spell checker : a F 5 b F 1 c F 7 d F 9	1

SECTION B

Answer any 20 questions out of the given 25 questions

(1 x 20 = 20 marks)

7.	The elite class people are interested to buy expensive and branded wrist watches. This is an example of ----- a Need b Want c Demand d Urge	1
8.	The formula to calculate Market share of a marketing firm is : a Ratio of its sales to total demand in the economy b Ratio of its sales to total sales in the economy c Ratio of total sales in the economy to total demand d ratio of its sales to its gross profit.	1
9.	It is a combination of Quality, after sale service, free home delivery, price warranty etc. a Marketing value b Exchange process c Customer Value d Customer satisfaction.	1
10.	What determines price in case of selling concept? a Cost b Demand c Consumers d Competition	1
11.	“ Low cost and Mass production “ policy followed by any firm is an example of : a The Marketing Concept b The Selling Concept c The Production concept d The societal marketing concept	1

12.	One of the following is the father of Modern Marketing Management : a Peter F Drucker b Philip Kotler c William Stanton d W.Anderson	1
13.	According to modern Societal Marketing concept, which of the following statement is true ? a It refers to just meeting needs and wants of the customer. b It refers to a process to deliver the customer satisfaction in a way that enhances the customer's , society and nation's well-being. c It is concerned with increasing population and deforestation. d It refers to extracting from mother earth and making profits.	1
14.	_____ marketers include real estate developers, commercial banks, businesses etc. Fill in the blank using one of the concepts included in Scope of Marketing. a Expérience b Services c Dance d Place	1
15.	A marketing concept which divides the complete market set up into smaller groups comprising of consumers with similar taste , demand and preferences is known as : a Market positioning b Market Targeting c Market segmentation d Market differentiation	1
16.	All of the following would be considered to be in a company's Micro environment except : a Market intermediaries b General public c Customers d Political and legal factors	1
17.	The marketing department of an automobile company is currently researching about the size, density , location , age and literacy of its target market for its vehicles. Which environment is being researched by the company? a Economic b Demographic c Technological d Political	1
18.	The marketing environmental analysis does not help in: a Continuous learning b Eliminating environmental threats c Intellectual stimulation d Sensitization of management	1

19.	<p>“Western Fashion Store “tries to appeal to style conscious , independent fashion freaks who goes shopping every week to look for latest hot fashions. What kind of market segmentation is being used by Western fashion store?</p> <p>a Socio Economic segment b Psychographic segment c Demographic segment d Behavioral segment.</p>	1
20.	<p>One of the following is an advantage of using market segmentation :</p> <p>a It saves money on advertising on TV b It allows business to charge higher prices. C It allows business to improve customer relations with focus on market communications. d It allows business to invest more on its employees.</p>	1
21.	<p>In a metropolitan cities like Delhi, Mumbai, due to fast life style , there is more demand for :</p> <p>a Medicine b Fashion clothes c Toy and stationery items d Fast food , electronic home appliances and crèches.</p>	1
22.	<p>The concept of social responsibility ,following bio degradable packaging , eco mark etc comes under the category of :</p> <p>a Economic environment b Political environment c Natural environment d Legal environment</p>	1
23.	<p>The term Marketing refers to -----</p> <p>a Advertising , publicity sales promotions and personal selling. b A philosophy that stresses customer value and satisfaction. C Sales planning, strategy and its implementation d A new product ‘s need ideas development and improvement.</p>	1
24.	<p>One of the following is not an element of marketing mix :</p> <p>a Distribution b Target market c Product d Promotion</p>	1
25.	<p>XYZ Company initially was in servicing and repairing of all types of electronic gadgets. But during COVID 19 period, the company started providing haircut , massage and other personal care services as well, at reasonable price at customers’ door step. Identify the element of marketing mix not reflected above.</p> <p>a Price b Product c Place d Promotion</p>	1

26.	Macro environment consists of ----- a Public b Political and legal c Supplier d Competitors	1
27.	The equation used to determine the level of customers' satisfaction is : a Total customer Benefits – Total customer cost b Experiences – expectation c Standard – Actual d Both (a) & (b)	1
28.	When a single segment reaches the point of full market penetration and, the marketer opts for targeting a closely related segment. Identify the type of Targeting referred to here. a Multi-segment strategy b Adjacent segment strategy c Small segment strategy d Niche segment strategy	1
29.	The AIO (activities , interest ,and opinion) are used for which of the following type of segmentation ? a Benefits b Psychographic c Personality d Behavioral	1
30.	----- classifies the market based upon attributes such as age, gender, ethnic origin, education, family size, income etc. a Geographic segmentation b Personal Demographic segmentation c Psychographic segmentation d Social segmentation	1
31.	What does Consumer market comprises of ? a Industrial goods b Intermediate goods c Capital goods d FMCG goods	1

SECTION C
(COMPETENCY BASED QUESTIONS)

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

32.	<p>Read the statements and choose the correct alternatives</p> <p>Assertion (A) : A firm must gather demographic environmental information before setting up a business.</p> <p>Reasoning (R) : Government restrictions make a great influence on business decisions.</p> <p>a Both (A) and (R) are correct and (R) is the correct explanation of (A)</p> <p>b Both (A) & (R) are correct and (R) is not the correct explanation of (A)</p> <p>c (A) is correct But (R) is false</p> <p>d (A) is false But (R) is correct</p>	1
33.	<p>There is an increasing trend towards E-commerce and online transactions because of easier availability of information technology in India. Identify the marketing environment:</p> <p>a) Natural/physical environment</p> <p>b) Socio-cultural environment</p> <p>c) Medical/health environment</p> <p>d) Technological environment</p>	1
34.	<p>The management of an organization has to monitor the external forces to make strategy for the firm in the future. Through environmental analysis, the management can develop an environmental threat and opportunity profile which estimates the impact of environmental forces on the firm. Identify the concept</p> <p>a) Marketing management</p> <p>b) Marketing environment</p> <p>c) Environmental scanning</p> <p>d) Strategy formulation</p>	1
35.	<p>Which of the following macro environmental forces include components -tax rate, exchange rate, foreign trade policy and inflation?</p> <p>a) Economic</p> <p>b) Political</p> <p>c) Legal</p> <p>d) Social</p>	1
36.	<p>Yum Yum Ice Cream was launched by Superb Food Manufacturers. The portfolio consisted of various products like sticks, cones, cups, bricks, ice cream cakes, sugar free ice creams in different flavours.</p> <p>Which significance of Marketing is being reflected above?</p> <p>a. Welfare of customers</p> <p>b. Builds company reputation</p> <p>c. Large number of choices available</p> <p>d. Promotes product awareness</p>	1

37.	<p>The 'Exciting Smart Phone' was launched by Drizzle Limited, and was positioned for the rich class users of mobile phones. The company mainly focused on product design, quality, branding, performance & features. It emphasized on innovation to produce better quality phones. It believes in the ideology that good will sell itself. Identify the concept followed.</p> <p>a The product concept b The marketing concept c The selling concept d The economic concept</p>	1
38.	<p>Read the statements and choose the correct alternatives</p> <p>Assertion (A) : Customer satisfaction is the strongest pillar of marketing where companies assure that customers are satisfied after buying a product or service.</p> <p>Reasoning (R) : The marketing concept proposes that the success of the firm depends on how well it understand the needs & wants of the customer.</p> <p>a Both (A) and (R) are correct and (R) is the correct explanation of (A) b Both (A) & (R) are correct and (R) is not the correct explanation of (A) c (A) is correct But (R) is false d (A) is false But (R) is correct</p>	1