

CBSE | DEPARTMENT OF SKILL EDUCATION

MARKETING (SUBJECT CODE-812)

CLASS XII (SESSION 2021-2022) MARKING SCHEME FOR TERM -1

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.	c) To redirect one's focus from needs of the prospective employer or interviewer to oneself	1
2.	d) It inhibits cognitive process and learning strategies used for completing similar tasks	1
3.	d) CTRL	1
4.	c) Range	1
5.	b) Feedback	1
6.	a) Barriers of communication	1

SECTION B

Answer any 20 questions out of the given 25 questions (1 x 20 = 20 marks)

7.	a) place	1
8.	c) Intermediaries	1
9.	b) Two level channel	1
10.	a) Distributor	1
11.	b) competition-based pricing	1
12.	d) value-based pricing	1

13.	c) Everyday low pricing	1
14.	a) growth stage	1
15.	b) High	1
16.	d) Survive	1
17.	a) label	1
18.	d) Profitability	1
19.	d) below the cost pricing	1
20.	b) Skimming	1
21.	c) selling price	1
22.	a) Facilitating function	1
23.	b) Retailer	1
24.	b) William j. Stanton	1
25.	d) Tangible attributes	1
26.	c) package	1
27.	a) product	1
28.	c) branded product	1
29.	b) Affordability	1
30.	d) Trademarks	1
31.	c) homogenous products	1

SECTION C
(COMPETENCY BASED QUESTIONS)

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

32.	a) 54	1
33.	d) loss leader	1
34.	b) Both A and R are true, but R is not the correct explanation of A	1
35.	a) premium pricing	1
36.	d) product diversification	1
37.	b) Both A and R are true, but R is not the correct explanation of A	1
38.	a) logistical function	1