

CBSE Class 12 Marketing 2020 - Set 336/C - Compartment



Question Paper

Conducted by the Central Board of Secondary Education (CBSE)

Time Allowed: 3 Hours

Maximum Marks: 60

General Instructions

- (i) Read the following instructions very carefully and strictly follow them : (a) This question paper consists of two parts viz. Section A : Employability Skills and Section B : Subject Skills. (b) Section A : Employability Skills (10 Marks)
- (ii) Answer any 4 questions out of the given 6 questions of 1 mark each.
- (iii) Answer any 3 questions out of the given 5 questions of 2 marks each. (c) Section B : Subject Skills (50 Marks)
- (iv) Answer any 10 questions out of the given 12 questions of 1 mark each.
- (v) Answer any 5 questions out of the given 7 questions of 2 marks each.
- (vi) Answer any 5 questions out of the given 7 questions of 3 marks each.
- (vii) Answer any 3 questions out of the given 5 questions of 5 marks each. (d) This question paper contains 42 questions out of which 30 questions are to be answered. (e) All questions of a particular part/section must be attempted in the correct order. (f) The maximum time allowed is 3 hours.

Section A

Answer any 4 questions out of the given 6 questions of 1 mark each. $1 \times 4 = 4$

1. Which of the following is the correct shortcut to open a new workbook ?

- (A) Ctrl+N (B) Ctrl+Shift+N
(C) Shift+N (D) Ctrl+O

2. _____ is not a green job in building construction.

- (A) Designer (B) Carpenter
(C) Insulator (D) Trainer

3. Which of the following is not a common entrepreneurial competency ?

- (A) Initiative (B) Stubbornness
(C) Persistence (D) Information Seeking

4. _____ cannot be a source of motivation and inspiration.

- (A) Living in present (B) Dreaming big
(C) Music (D) Introvert

5. Identify the correct kind of sentence for "Why haven't you completed your work ?".

- (A) Exclamatory (B) Imperative
(C) Interrogative (D) Declarative

6. _____ is a basic personality trait.

- (A) Borderline (B) Obsessive
(C) Emotional stability (D) Schizoid

Answer any 3 questions out of the given 5 questions of 2 marks each. $2 \times 3 = 6$

7. How can 'Green Jobs' reduce greenhouse gas emissions ?

8. List any four sources of motivation and inspiration.

9. How can a person become an active listener ?

10. State the steps to delete cells in a spreadsheet.

11. State any four benefits of entrepreneurial competencies.

Section B

Answer any 10 questions out of the given 12 questions of 1 mark each. $1 \times 10 = 10$

12. Which of the following is included in the components of a product ?

- | | |
|----------------|----------------|
| (A) Branding | (B) Brand Name |
| (C) Brand Mark | (D) Trade Mark |

13. Which 'P' remains an intermediate till it is not bought or consumed ?

- | | |
|---------------|-----------|
| (A) Product | (B) Price |
| (C) Promotion | (D) Place |

14. Payment to salesman and advertising are examples of which type of cost ?

- | | |
|--------------|-----------------------|
| (A) Fixed | (B) Semi-Variable |
| (C) Variable | (D) None of the above |

15. Which 'P' is associated with the satisfaction level obtained by a user ?

- | | |
|---------------|-------------|
| (A) Price | (B) Place |
| (C) Promotion | (D) Product |

16. _____ is meant to create a lifetime relationship with customers through their involvement with the marketer.

17. Which of the following has the shortest shelf life ?

- | | |
|------------|---------------|
| (A) Mobile | (B) Telephone |
| (C) Radio | (D) Newspaper |

18. The strategy adopted to motivate and persuade the intermediaries to make efforts to increase the sales is called

- | | |
|-------------------|-------------------|
| (A) Pull strategy | (B) Budget |
| (C) PLC | (D) Push strategy |

19. Who is in direct negotiation between buyer and seller ?

- | | |
|---------------------------|--------------------|
| (A) Manufacturer | (B) Intermediaries |
| (C) Facilitating agencies | (D) Consumers |

20. For the elastic demand of products, the Fixed Price will be _____ .

- | | |
|----------|----------------------------------|
| (A) High | (B) Moderate |
| (C) Low | (D) As decided by the Government |

21. _____ could be the intermediaries, distributors, wholesalers and retailers.

- | | |
|---------------|-------------|
| (A) Place | (B) Product |
| (C) Promotion | (D) Price |

22. _____ is the amount of money needed to acquire some combination of goods and its accompanying services.

23. He purchases in bulk and sells in small lots but is generally away from the ultimate consumers.

- | | |
|----------------|-------------------------|
| (A) Retailer | (B) Intermediary |
| (C) Wholesaler | (D) Facilitating agency |

Answer any 5 questions out of the given 7 questions of 2 marks each. $2 \times 5 = 10$

24. You launched a product. It is in 'Growth Stage'. Which marketing strategies will be adopted by you during this stage ? Describe.

25. List the conditions favouring 'Skimming Pricing Policy'.

26. Explain the two level channel of distribution.

27. List the types of facilitating goods.

28. Explain factors affecting the differential pricing method.

29. Explain logistical function.

30. Name and explain the advantages of the mode of advertising which is suitable for literate people only and does not contain any audio-video element.

Answer any 5 questions out of the given 7 questions of 3 marks each. $3 \times 5 = 15$

31. Describe the importance of pricing to customers.

32. Explain market-related objectives of pricing.

33. Distinguish between advertising and sales promotion.

34. Identify the intermediary who is similar to a wholesaler and acquires the title of products. Distinguish between the above intermediary and agents.

35. Explain the factors taken into consideration for useful packaging.

36. Explain the 'Facilitating Function'.

37. Describe the marketing strategy of unsought goods.

Answer any 3 questions out of the given 5 questions of 5 marks each. $5 \times 3 = 15$

38. Discuss the objectives of the sales promotion.

39. Explain the characteristics of Services.

40. Classify the goods on the basis of durability and tangibility.

41. Explain factors pertaining to the consumers that should be considered while selecting the channel of distribution.

42. Describe the various external factors to be kept in mind while deciding the price of the product.

- End of Question Paper -