

Question Paper

Conducted by the Central Board of Secondary Education (CBSE)



Time Allowed: 3 Hours

Maximum Marks: 60

General Instructions

- (i) This question paper consists of two parts: Section A – Employability Skills (10 marks) and Section B – Subject Skills (50 marks).
- (ii) Section A: Answer any 4 of Questions 1–6 (1 mark each), and any 3 of Questions 7–11 (2 marks each).
- (iii) Section B: Answer any 10 of Questions 12–23 (1 mark each), any 5 of Questions 24–30 (2 marks each), any 5 of Questions 31–37 (3 marks each), and any 3 of Questions 38–42 (5 marks each).
- (iv) This question paper contains 42 questions out of which 30 questions are to be answered.
- (v) All questions of a particular part/section must be attempted in the correct order.
- (vi) The maximum time allowed is 3 hours.

Section A: Employability Skills

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

1. Which one out of the following is used as a shortcut to save a presentation ?

- (A) Ctrl+Shift+S (B) Ctrl+V
(C) Shift+S (D) Ctrl+S

2. Which is regarded as a drive required to engage goal oriented behaviour ?

- (A) Communication Skills (B) Basic Personality
(C) Green Jobs (D) Self-Motivation

3. Which out of these is not a green job in Tourism ?

- (A) Destination Management (B) Destination Managers
(C) Trainers (D) Recycling Waste Management

4. Which step out of the following is not a part of process of entrepreneurship ?

- (A) Idea exploration (B) Business planning
(C) Communication skills (D) Data analysis

5. _____ demonstrates a desire of an individual to do his/her work without any external reward.

- (A) Physiological Motivation (B) Internal Motivation
(C) Psychological Motivation (D) External Motivation

6. Which is the correct example for active listening ?

- (A) Fidgeting (B) Looking
(C) Interrupting to ask questions (D) Making appropriate facial expressions

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

7. List the sources of motivation and inspiration.

8. Mention the steps to insert shapes in a presentation.

9. What is meant by Goal Setting ? Explain it with an example.

10. State the steps for active listening skills.

11. Why is self-motivation important ? Explain

Section B: Subject Skills

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

12. This is the only element that generates revenue for an organisation and determines growth :

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

13. Which out of the following is not included in the components of a product ?

- | | |
|------------------------|------------------|
| (A) Associated feature | (B) Core product |
| (C) Logo | (D) Brand mark |

14. Which 'P' is mostly used as a need-satisfying entity ?

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

15. Identify the starting point of distribution from the following :

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

16. The mechanism through which goods move from the manufacturer to the consumer is _____.

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

17. For an inelastic demand of products, which type of price will be fixed by you ?

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

18. Promotion has to continuously _____ the customers of the brand and enforce customers' loyalty.

- | | |
|------------|-----------------------|
| (A) Inform | (B) Persuade |
| (C) Remind | (D) None of the above |

19. _____ is the amount of money charged for a product or service.

20. Whose job does not end with selling of goods to the retailer ?

- | | |
|--------------------|---------------------------|
| (A) Wholesalers | (B) Manufacturers |
| (C) Intermediaries | (D) Facilitating agencies |

21. This unique "P" has its own identity or personality :

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

22. A large number of people are averse to :

- | | |
|---------------------------|-----------------------------|
| (A) Newspaper Advertising | (B) Cinema Advertising |
| (C) Telemarketing | (D) Out-of-Home Advertising |

23. It is concerned with creating mutual understanding between the marketer and its target group :

- | | |
|----------------------|----------------------|
| (A) Personal Selling | (B) Public Relations |
| (C) Promotion | (D) Sponsorship |

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

24. Explain one-level channel of distribution.

25. Explain transactional function.

26. A consumer has to pay different price for a normal size soft drink in a cinema hall and at a fast food stall. Identify and explain the pricing method stated above.

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

28. Explain any two categories of 'convenience products'.

29. Explain the advantages of cinema advertising.

30. List the conditions favouring penetration pricing policy.

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

31. Distinguish between Personal selling and Sales promotion.

32. How is price significant for firms ?

33. Explain various levels of packaging.

34. Explain 'Profitability' objective of pricing.

35. Describe the various functions performed by retailers.

36. A chain of intermediaries comprises a set of four participants of distribution system. Make a list of these and explain them.

37. Explain the marketing strategy adopted by you for selling specialty goods.

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

38. Explain the types of industrial products.

39. Discuss advantages and disadvantages of 'Online Marketing'.

40. Explain various promotion techniques which are in use these days.

41. Explain various internal factors to be kept in consideration while deciding price of a product.

42. Explain factors pertaining to the product while selecting a suitable channel of distribution.

- End of Question Paper -