

Question Paper

Conducted by the Central Board of Secondary Education (CBSE)



Time Allowed: 1.5 Hours

Maximum Marks: 30

General Instructions

- (i) Please read the instructions carefully.
- (ii) This question paper is divided into three sections: Section A, Section B and Section C.
- (iii) Section A carries 5 marks and has 6 questions on Employability Skills. Questions 1–4 carry 1 mark each; attempt any three. Questions 5 and 6 carry 2 marks each; attempt any one.
- (iv) Section B carries 17 marks and has 16 questions on Subject Specific Skills. Questions 7–13 carry 1 mark each; attempt any five. Questions 14–18 carry 2 marks each; attempt any three. Questions 19–22 carry 3 marks each; attempt any two.
- (v) Section C carries 8 marks and has 3 Competency-Based Questions. Questions 23–25 carry 4 marks each; attempt any two.
- (vi) Follow the instructions given in the respective sections.
- (vii) Marks allotted are mentioned against each section/question.

Section A

Answer any 3 questions out of the given 4 questions.
 $3 \times 1 = 3$

1. Why do budding entrepreneurs require persistence as one of their competencies ?

2. What do you mean by fear of failure ?

3. List any two green jobs in tourism.

4. Enumerate any two benefits of green jobs.

Answer any 1 question out of the given 2 questions.
 $1 \times 2 = 2$

5. Define the term Entrepreneurship.

6. Highlight the role of green jobs in toxin-free homes.

Section B

Answer any 5 questions out of the given 7 questions.
 $5 \times 1 = 5$

7. Define Distribution Channel.

8. Explain the transactional function of Channel of Distribution.

9. Define Direct Marketing.

10. What is meant by cash rebates ?

11. What do you mean by premium promotions ?

12. List any two characteristics of services.

13. Define Online Marketing.

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

14. What do you mean by direct channel of distribution ?

15. Who is an agent ?

16. Highlight the advantages of radio advertising.

17. Explain the concept of push strategy.

18. Differentiate between goods and services.

Answer any 2 questions out of the given 4 questions.
 $2 \times 3 = 6$

19. What is meant by 'physical distribution' ?
State its main components.

20. Distinguish between advertising and sales promotion.

21. Highlight any three types of digital marketing tools.

22. What do you understand by email marketing ?

Section C

Answer any 2 questions out of the given 3 questions.

23. What is the criteria for site selection of a warehouse ? Explain.

24. What are the uses of publicity ? Explain.

25. Describe any four types of consumer services.

- End of Question Paper -