

CBSE Class 12 Marketing 2023 - Set 336 - Compartment

Question Paper

Conducted by the Central Board of Secondary Education (CBSE)



Time Allowed: 3 Hours

Maximum Marks: 60

General Instructions

- (i) Please read the instructions carefully.
- (ii) This question paper consists of 24 questions in two Sections: Section A and Section B.
- (iii) Section A has Objective Type Questions whereas Section B contains Subjective Type Questions.
- (iv) Out of the given $(6 + 18) = 24$ questions, a candidate has to answer $(6 + 11) = 17$ questions in the allotted maximum time of 3 hours.
- (v) All questions of a particular section must be attempted in the correct order.
- (vi) Section A: Objective Type Questions (30 marks). This section has 6 questions. There is no negative marking. Follow the instructions given; marks are mentioned against each question/part.
- (vii) Section B: Subjective Type Questions (30 marks). This section has 18 questions; answer 11. Follow the instructions given; marks are mentioned against each question/part.

Section A

1. Answer any 4 out of the given 6 questions on Employability Skills. $4 \times 1 = 4$

1(i). When an employee is appreciated in the organisation for the good work done by him or her achieving goals in time, what type of motivation is it ?

- (A) Extrinsic motivation (B) Intrinsic motivation
(C) Result oriented (D) Goal setting

1(ii). A person who can easily make friends and make any gathering lively is a/an _____.

- (A) Conscious (B) Open-minded
(C) Extrovert (D) Introvert

1(iii). It is the first stage of its operations, different from traditional business ventures, often financed by outsiders. Name it.

1(iv). Name the bar that contains icons (buttons) to provide quick access such as New, Open, Print, Copy and Paste, etc.

- (A) Menu bar (B) Standard bar
(C) Title bar (D) Formatting bar

1(v). A _____ is a rectangle shaped box, where rows and columns meet.

- (A) Formula bar (B) Cell
(C) Name box (D) Worksheet

1(vi). What does it take to become an entrepreneur ?

- (A) Organizational skills (B) Self-doubt
(C) Opportunity (D) Flexibility

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

2(i). Consumers have strong convictions towards the brand, style or type of these goods because these goods have unique characteristics. Identify the type of goods.

- (A) Unsought products (B) Speciality products
(C) Industrial products (D) Shopping products

2(ii). The manufacturing cost increased because of increase in wages of labour, expenses on power and increase in the prices of fuel manyfolds after COVID-19. How will it affect the price of goods ?

- (A) Increase in price of goods (B) Lower price
(C) Moderate price (D) No effect on price

2(iii). To bridge the gap between production and consumption, buying, selling and risk bearing functions are performed for the movement of goods from one place to another. What is this known as ?

- (A) Transactional function (B) Logistical function
(C) Facilitation function (D) Facilitation agencies

2(iv). What is meant by 'Direct Marketing' ?

2(v). What is the basis of keeping ATM/weighing machines at the railway station ?

2(vi). A market where there are only a few sellers who follow one big seller who acts as a price leader to try to stabilize their prices simultaneously. Name the type of market.

- (A) Monopoly (B) Oligopoly
(C) Perfect competition (D) Monopolistic competition

2(vii). What is the process of keeping goods purchased from different places at a particular place called ?

- (A) Buying (B) Risk bearing
(C) Selling (D) Assembling

3. Answer any 6 out of the given 7 questions.
 $6 \times 1 = 6$

3(i). What type of sale trend is observed by the highly priced commodities in comparison to moderately priced commodities ?

3(ii). Which products out of the following get an identity through a name ? The specific product belongs to a specific company also.

- (A) Generic products (B) Differential products
(C) Branded products (D) Customized products

3(iii). Which function out of the following facilitates both, the transaction as well as physical exchange of goods ?

- (A) Transactional function (B) Logistical function
(C) Facilitating function (D) Facilitating agency

3(iv). _____ communications use the broadcast medium and publish to mass audience.

- (A) ATL (B) ALT
(C) BTL (D) BLT

3(v). Which out of the following is the second most popular social media platform which allows companies to promote their products in short messages ?

- (A) Google (B) Twitter
(C) WhatsApp (D) LinkedIn

3(vi). This pricing method help firms in fighting the inflation effects throughout periods of increasing costs :

- (A) Value-based pricing (B) Mark-up pricing
(C) Breakeven pricing (D) Cost plus pricing

3(vii). From which stage of the Product Life Cycle (PLC) does an organisation start earning profits ?

4. Answer any 5 out of the given 6 questions.
 $5 \times 1 = 5$

4(i). Every household prepares a list of products to be bought as a decision to buy the product is programmed once the customer puts the item on his list of regular purchases. Identify the type of goods mentioned above.

- (A) Staple goods (B) Impulse goods
(C) Emergency goods (D) Non-durable goods

4(ii). A set of consumers always buy branded goods to flaunt their status. What price will be fixed by the manufacturer for these branded goods ?

- (A) To cover his variable cost (B) Low price
(C) High price (D) Moderate price

4(iii). How many types of distribution channels are there ?

- (A) 3 (B) 4
(C) 2 (D) 6

4(iv). Which activities require increase in consumer interface ?

4(v). In-service case of production and consumption can't be separated. Which feature of service is highlighted in the above sentence ?

- (A) Non-ownership (B) Perishability
(C) Heterogeneity (D) Simultaneity

4(vi). In which case does the producer ascertain the requirements of retailers at periodical intervals and goods are supplied accordingly ?

5. Answer any 5 out of the given 6 questions.
 $5 \times 1 = 5$

5(i). For which type of industrial goods are long-term supply contracts a common phenomenon, as the industry needs an uninterrupted supply of products and services for running their business process ?

- | | |
|------------------------------------|--------------------------------------|
| (A) Raw material | (B) Capital items |
| (C) Supplies and business services | (D) Manufactured materials and parts |

5(ii). Which of the following is not an external force affecting price ?

- | | |
|-----------------------|-------------------------|
| (A) Buyer's behaviour | (B) Raw material |
| (C) Competition | (D) Cost of the product |

5(iii). What is meant by sales promotion ?

5(iv). Whose main function is it to act as the primary arm of the producer and represent the producer ?

- | | |
|----------------|-----------------|
| (A) Wholesaler | (B) Agent |
| (C) Retailer | (D) Distributor |

5(v). The user engagement rate of this platform was 15 times higher than that of Facebook and 25 times higher than that of Twitter :

- | | |
|----------------|--------------|
| (A) Instagram | (B) Google+ |
| (C) Foursquare | (D) LinkedIn |

5(vi). Who out of the following will target mostly on direct marketing ?

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|-------------------------------------|---------------------------|
| (A) A firm launching a new product | (B) An industrial company |
| (C) A firm needing short-term sales | (D) A firm needing growth |

6. Answer any 5 out of the given 6 questions.
 $5 \times 1 = 5$

6(i). Which out of the following is a disadvantage of online marketing ?

- | | |
|------------------------|-----------------------|
| (A) Catching attention | (B) Better medium |
| (C) Measure impact | (D) Customer analysis |

6(ii). What is meant by communication ?

6(iii). Which out of the following is a location-based social networking website ?

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|----------------|--------------|
| (A) Google | (B) Twitter |
| (C) Foursquare | (D) LinkedIn |

6(iv). Every Wednesday, Big Bazar used to advertise in newspapers, etc. that fruits and vegetables would be sold at a reduced rate to increase their sales in volume. Which pricing method was opted by Big Bazar on Wednesdays ?

- | | |
|---------------------|------------------|
| (A) Premium pricing | (B) One price |
| (C) Leader pricing | (D) Price lining |

6(v). Manufacturers of jewellery like Tanishq and Kalyan are engaged in price war in terms of making charges, etc. but they distinguish on the basis of design, services offered or other freebies. Identify the type of consumer goods discussed in the above lines.

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|-------------------------------------|--------------------------|
| (A) Shopping products | (B) Homogenous products |
| (C) Heterogeneous shopping products | (D) Convenience products |

6(vi). Give the meaning of 'variable pricing policy'.

Section B

Answer any 3 out of the given 5 questions on Employability Skills. Answer each question in 20 – 30 words. $3 \times 2 = 6$

7. Explain First Generation Entrepreneur.

8. List any four techniques to maintain a positive attitude.

9. List the steps to start LibreOffice Calc.

10. Explain the nature of entrepreneurship.

11. Write any two steps towards self-awareness.

Answer any 3 out of the given 5 questions in 20 – 30 words each. $3 \times 2 = 6$

12. 'It is an important component of a product and the most important factor in impulse purchases.' Identify the component. For whom is 'it' an essential tool ?

13. Identify and explain the pricing method which increases a firm's ability to optimize prices using diagrams that predict ideal prices.

14. Explain a platform for social media marketing which joined Facebook in 2014 but continues to operate as a separate app with a lesser focus on building a messaging service.

15. Why is sales promotion getting preference over advertising, over the years ?

16. Direct selling through telemarketing relies heavily on it. Identify and explain the concept.

Answer any 2 out of the given 3 questions in 30 – 50 words each. $2 \times 3 = 6$

17. Explain any three functions performed by packaging.

18. A new product is available in the market but customers are unaware of the product. In this situation, which elements of marketing mix should be used by the manufacturer to reach out to the customers ?

19. Discuss any three factors related to the product affecting the selection of the channel of distribution.

Answer any 3 out of the given 5 questions in 50 – 80 words each. $3 \times 4 = 12$

20. Case-Study : On boxes, you must have read 'Keep out of the reach of children' or 'This side UP' symbol is printed. (a) What are 'Keep out of the reach of children' or 'This side UP' symbol a part of ? (b) What is provided by the concept identified in part (a) to the potential buyer ? (c) Explain the role of the concept identified in part (a).

21. (a) Name and explain in brief the promotion mix strategy where customer targeted marketing communication is undertaken to build awareness. (b) When does it work well ? (c) What will the customer get when it is successful ?

22. 'X' is a middleman whose shop is located near the residential area and he provides after-sale service to his customers. 'Y' is another middleman who does not provide any after-sale service and the location of his shop/business unit is not a very important factor. Identify 'X' and 'Y', the type of middlemen they are, and distinguish between them.

23. Make a list of online marketing tools.

24. 'In different phases of Product Life Cycle (PLC), different tools of promotion mix become more effective.' Explain.

- End of Question Paper -