

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 questions out of the given 6 questions on employability skills. $4 \times 1 = 4$

1(i). Who constantly innovates to make industrial processes seamless and efficient ?

1(ii). Which of the following has one or more worksheets ?

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|---------------|--------------|
| (A) Worksheet | (B) Name box |
| (C) Workbook | (D) Cell |

1(iii). What is not included in self-management ?

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|------------------------|------------------------------|
| (A) Motivating oneself | (B) Achieving personal goals |
| (C) Academic goals | (D) Negative thinking |

1(iv). Shortcut key for Print is _____.

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|--------------|--------------|
| (A) Ctrl + P | (B) Ctrl + T |
| (C) Ctrl + S | (D) Ctrl + C |

1(v). Which one of the following helps to manage stress ?

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|----------------------|-----------------------------|
| (A) Staying positive | (B) Thinking about the past |
| (C) Avoiding friends | (D) Start crying |

1(vi). Individuals who focus on developing solutions that benefit the society are called _____.

- | | |
|------------------------------------|--------------------------|
| (A) Family businessman | (B) Women entrepreneurs |
| (C) First generation entrepreneurs | (D) Social entrepreneurs |

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

2(i). Marketers highlight some of the special attributes/features/qualities their brand is endowed with. This difference could be tangible or psychological. These sentences are related to _____.

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|----------------------------|-----------------------|
| (A) Potential Product | (B) Augmented Product |
| (C) Differentiated Product | (D) Generic Product |

2(ii). In case no other business organisation in the market is offering similar products, then what type of price will be fixed by the seller ?

- | | |
|--------------------|--------------------|
| (A) Higher price | (B) Lower price |
| (C) Cannot comment | (D) Very low price |

2(iii). Under which function performed by channel of distribution are buying, selling and risk bearing functions performed ?

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|----------------------------|---------------------------|
| (A) Transactional function | (B) Logistical function |
| (C) Facilitating function | (D) Facilitating agencies |

2(iv). Which activities are more focused on in-store activations and melas ?

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

2(v). Food retailing superstore is included in _____.

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|--|---|
| (A) Low customization and low empowerment | (B) High customization and low empowerment |
| (C) Low customization and high empowerment | (D) High customization and high empowerment |

2(vi). Why do consumers undertake a market survey and compare the prices of different variants available according to their budget ?

2(vii). Which type of products are always purchased without any planning ?

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

3(i). For what type of shopping products does price become secondary in case the focus is on style/quality ?

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|--------------------------|----------------------------|
| (A) Homogeneous products | (B) Heterogeneous products |
| (C) Consumer products | (D) Services |
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3(ii). On Wednesdays, Big Bazar used to cut back the price of fruits and vegetables to attract large number of customers, however, no change was made on the price of other products. What are vegetables and fruits called for Wednesday ?

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|----------------------|-----------------------|
| (A) Loss leaders | (B) Assorted products |
| (C) Branded products | (D) Premium products |
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3(iii). Name the channel of distribution in which goods are sold directly to the consumers online.

3(iv). Which activities out of the following are prohibitively expensive ?

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|---------|---------|
| (A) ATL | (B) BTL |
| (C) ALT | (D) BLT |
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3(v). What feature of service makes it difficult to standardize the quality of services ?

3(vi). What type of industrial goods are used in producing the finished goods ?

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|------------------------------------|--------------------------------------|
| (A) Capital items | (B) Raw material |
| (C) Supplies and business services | (D) Manufactured materials and parts |
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3(vii). Name the pricing method which tells the firm what prices competitors are charging in the market, but it ignores replacement costs issue.

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|------------------------|-----------------------------|
| (A) Mark-up pricing | (B) Cost plus pricing |
| (C) Break-even pricing | (D) Demand oriented pricing |
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4. Answer any 5 out of the given 6 questions.
 $5 \times 1 = 5$

4(i). From which stage of PLC can an organisation observe an onset of decline in profits ?

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|------------------------|-------------------|
| (A) Introduction stage | (B) Growth stage |
| (C) Maturity stage | (D) Decline stage |
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4(ii). Which of the following is an external factor that affects pricing decisions ?

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|-----------------------------|------------------------|
| (A) Product Differentiation | (B) Cost of Production |
| (C) Objectives of the firm | (D) Competition |
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4(iii). Who provides necessary information to buyers in addition to after sales service and financial assistance ?

4(iv). Who out of the following may focus on sales promotion ?

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|--|-------------------------------------|
| (A) A firm needing expansion | (B) An industrial company |
| (C) A firm launching a new product in the market | (D) A firm needing short-term sales |
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4(v). Which 'App' is required to be downloaded by the user to check into locations on their smart phones ?

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|---------------|----------------|
| (A) Instagram | (B) Foursquare |
| (C) Swarm App | (D) Android |
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4(vi). Who out of the following usually makes profits from commission for the service they provide ?

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

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

5(i). When a market has potential for growth, what is a better indicator of a firm's effectiveness than target return on investment ?

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|----------------------------|-------------------------|
| (A) Preventing competition | (B) Price stabilization |
| (C) Market share | (D) Maximum profit |

5(ii). When there is an involvement of one or more than one intermediary to sell a product to the consumers, what is it called ?

- | | |
|----------------------|-----------------|
| (A) Zero level | (B) One level |
| (C) Indirect channel | (D) Three level |

5(iii). Name the form of transaction in which the parties interact electronically rather than by physical exchange ?

5(iv). Who allows companies to promote their products in short messages limited to 140 characters ?

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

5(v). Which type of communication has been popular in penetrating markets ?

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|----------------------|---------------|
| (A) Word of mouth | (B) Promotion |
| (C) Direct marketing | (D) Selling |

5(vi). Why does the marketer design the product package according to the changing customer preferences and attitudes ?

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

6(i). What is chosen by the management of a firm while making estimates of profits at different levels of production at different prices ?

- | | |
|---------------------------|---|
| (A) Quantum of production | (B) Cash flow to the firm |
| (C) Revenue to the firm | (D) Best combination of production, volume and prices |

6(ii). Which Indian industry out of the following is one of the largest in the world ?

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|-------------------------|-------------------------|
| (A) Electronic Industry | (B) Automobile Industry |
| (C) Fashion Industry | (D) Steel Industry |

6(iii). Who independently owns a firm and takes title to the goods handled ?

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

6(iv). Under which pricing method will a firm charge different price from different customers according to their ability to pay ?

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|----------------------|-------------------------|
| (A) One Price Policy | (B) Penetration Pricing |
| (C) Dual Pricing | (D) Competitive Pricing |

6(v). What is meant by 'Sales Promotion' ?

6(vi). What is meant by 'Service' ?

Section B

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

7. Enlist the steps to sort data in a file.
8. Explain the importance of interpersonal skills for an entrepreneur.
9. There are five parameters that describe an individual's personality. Enlist any four.
10. State the various steps to overcome personality disorders.
11. Explain any two functions of an entrepreneur.

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

12. Distinguish between personal selling and sales promotion on the basis of objective.
13. Explain the platform for social media marketing which provides its members the opportunity to generate sales leads and business partners.
14. How is location of a business organisation an important determinant of price of a product ?
15. X purchased an expensive inverter split air-conditioner on 1st May, 2019 and he didn't purchase AMC at the time of purchase, but eventually he discussed and expressed his thought to his family members that he might purchase AMC now. Identify the type of product and explain it in brief.
16. Explain the functions performed by promotion element of marketing mix.

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

17. What does a useful packaging decision include ?
18. Discuss the factors related to the product affecting the selection of the channel of distribution.
19. Explain the three types of indirect channels of distribution.

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

20. In India all the packaged foods sold are required to comply with the Food and Safety Regulations, 2011 issued by the Food Safety and Standards Authority of India functioning under the Ministry of Health and Family Welfare whereby the products require more extensive descriptions of their nature and use along with safety warnings, if any. Identify the concept discussed above and explain its role.
21. Name and explain the various factors affecting pricing which are within the control of a firm upto a certain extent.
22. Which channel of distribution will be selected by the manufacturer if he deals in the following items and why ?
 - (a) Perishable goods
 - (b) Diamonds
23. Explain Push and Pull strategies of Promotion Mix.
24. Give any four points of difference between online marketing and traditional marketing.

- End of Question Paper -