

CBSE Class 12 Marketing 2024 - Set 336/S - 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). Communication involves a _____ who decodes the message and gives feedback.

- (A) sender (B) receiver
(C) mediator (D) transitor

1(ii). Which is not a way to manage stress ?

- (A) Analysing what is going wrong (B) Pondering over past issues
(C) Practising meditation and yoga (D) Maintaining accomplishment sheet

1(iii). _____ is/are a cluster of thoughts, emotions and behaviour which makes every individual unique to one another.

- (A) Temperament (B) Traits
(C) Personality (D) Character

1(iv). Arrange the steps, in order, to save a spreadsheet. (I) Save (II) Type file name (III) 'Save as' dialog box appears (IV) Click file and then save Options :

- (A) (I), (II), (III), (IV) (B) (II), (IV), (III), (I)
(C) (I), (IV), (II), (III) (D) (IV), (III), (II), (I)

1(v). Which of the following is not a function of an entrepreneur ?

- (A) Turning ideas into action (B) Resourcing
(C) Making abrupt decisions lacking logic (D) Feasibility study

1(vi). The total forest and tree cover is _____ of the country's geographical area.

- (A) 24% (B) 26%
(C) 25% (D) 27%

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

2(i). Manufacturer → Agent → Wholesaler → Retailer → Customer. The above distribution is for :

- (A) Three-level channel (B) Four-level channel
(C) Two-level channel (D) One level channel

2(ii). _____ can be defined as the art, science and technology of preparing goods for transport and sale.

- (A) Packaging (B) Logo making
(C) Labelling (D) Production

2(iii). Which of these is not an importance of promotion ?

- (A) Relationship with customers (B) Persuade the customers
(C) Information to customers (D) Increases risk

2(iv). Which of these is not an internal factor which affects the price ?

- (A) Size of organisation (B) Cost of product
(C) Nature of goods (D) Demand

2(v). The products used as inputs to produce consumer products are known as _____.

- | | |
|---------------------------|-------------------------|
| (A) Capital items | (B) Industrial products |
| (C) Manufactured products | (D) Raw materials |

2(vi). Which of these is not an advantage of online marketing ?

- | | |
|--------------------------------|----------------------------------|
| (A) Brand awareness | (B) Acquiring valuable customers |
| (C) Better medium of marketing | (D) Competitiveness |

2(vii). _____, in addition to providing pages and some features of Facebook is also able to integrate with Google search engine.

- | | |
|-------------------|---------------------|
| (A) Google Chrome | (B) Foursquare |
| (C) Google - One | (D) Mozilla Firefox |

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

3(i). Which of the following is the overall goal of promotion mix ?

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|------------------------------------|----------------------------------|
| (A) To decrease operating expenses | (B) To convey a message |
| (C) To persuade consumers to buy | (D) To have less goods available |

3(ii). Buying, selling and _____ are parts of transactional functions.

- | | |
|------------------|----------------|
| (A) research | (B) credit |
| (C) risk bearing | (D) production |

3(iii). A label has various functions. Which of these is not a function of a label ?

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|----------------|--------------------|
| (A) Grading | (B) Classification |
| (C) Protection | (D) Description |

3(iv). Labelling and packaging are associated with :

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

3(v). Adding a standard profit to the cost of product refers to :

- | | |
|------------------------|-----------------------|
| (A) Break-even pricing | (B) Premium pricing |
| (C) Product pricing | (D) Cost-plus pricing |

3(vi). Which of these is not a function of a wholesaler ?

- | | |
|---------------|------------------------|
| (A) Promotion | (B) Risk-taking |
| (C) Financing | (D) Customer education |

3(vii). _____ is a location-based social networking website. Users can check-in via Swarm app.

- | | |
|---------------|----------------|
| (A) Instagram | (B) Foursquare |
| (C) Telegram | (D) Facebook |

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

4(i). $BEP = \text{Total fixed cost} \div \text{Contribution per unit}$. This is an equation for :

- | | |
|----------------------------------|------------------------|
| (A) Competition-oriented pricing | (B) Going rate pricing |
| (C) Cost-plus pricing | (D) Break-even pricing |

4(ii). Which of these is not a form of discriminatory pricing ?

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|---------------------------|-------------------------------|
| (A) Basis of product form | (B) Location discrimination |
| (C) Colour discrimination | (D) Basis of customer segment |

4(iii). _____ involves a wide range of online business activities for exchanging products and services.

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|----------------------|----------------|
| (A) Personal selling | (B) E-Business |
| (C) Online promotion | (D) E-Commerce |

4(iv). _____ provides its members the opportunity to generate sales leads and business partners.

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|--------------|----------------|
| (A) Telegram | (B) LinkedIn |
| (C) Facebook | (D) Foursquare |

4(v). Which of these is not a type of consumer good ?

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|------------------------|-----------------------|
| (A) Shopping goods | (B) Speciality goods |
| (C) Material and parts | (D) Convenience goods |

4(vi). Which of these come under the category of transactional functions ?

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|-------------------------|--------------------------------------|
| (A) Assembling goods | (B) Maintenance |
| (C) Storage and grading | (D) Buying, selling and risk-bearing |

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

5(i). Installations equipment come under the category of :

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|--------------------|---------------------|
| (A) Capital goods | (B) Inventory goods |
| (C) Unsought goods | (D) Finished goods |

5(ii). State whether the following statement is True or False : "Companies trying to secure favourable product prices often find themselves in a position to sufficiently compensate for various production factors."

5(iii). What does inverse relationship between price and quantity demanded signify in context of basic equilibrium price determination ?

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|--|--|
| (A) Higher prices, higher demand | (B) Lower prices, lower demand |
| (C) No relationship between price and demand | (D) Lower price leads to higher demand |

5(iv). _____ pricing policy involves the manufacturer setting a minimum price for their product often through formal agreements with distributors to protect the manufacturer's interest.

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|---------------------|-----------------|
| (A) Demand-oriented | (B) Penetration |
| (C) Resale | (D) Cost-plus |

5(v). State whether the following statement is True or False : "Distributors only carry complementary product lines."

5(vi). How does spread of consumers influence the selection of a distribution channel ?

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|---|--|
| (A) In a limited consumer sphere, producer handles distribution directly. | (B) Products with nationwide consumer distribution rely on retailers. |
| (C) Consumer spread has no impact. | (D) Small consumer spreads require extensive use of retailers and wholesalers. |
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6. Answer any 5 out of the given 6 questions.
 $5 \times 1 = 5$

6(i). Why is continuous promotion important even during product shortages ?

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|---|--|
| (A) Promotion helps increase product prices during shortages. | (B) Promotion attracts new customers during shortages. |
| (C) Promotion reminds customers of the brand. | (D) Promotion is unnecessary during shortages. |
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6(ii). Which of the following is a limitation of cinema advertising ?

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|----------------------|----------------------|
| (A) Captive audience | (B) Longer video |
| (C) Larger screen | (D) High distraction |
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6(iii). How can personal selling be described ?

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|---|--|
| (A) Non-paid one-way communication to inform customers about products | (B) Paid, two-way communication to persuade customers through information. |
| (C) Indirect communication | (D) A form of telemarketing |
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6(iv). Which of these is a feature of intangible service ?

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|--|--------------------------------------|
| (A) Can be physically owned and put on a shelf | (B) Has a physical shape and size |
| (C) Can not be touched, seen or held | (D) Can be examined before enactment |
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6(v). State whether the following statement is True or False : "Online marketing is similar to traditional marketing as it allows organizations to analyze marketing campaigns in real time environment."

6(vi). What is the purpose of using data in the context of various marketing channels ?

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|--|---|
| (A) Data helps in determining the cost of marketing channels | (B) Data provides a quick view of the effectiveness of channels |
| (C) Data is primarily used to analyze competitor's marketing strategies. | (D) Data is irrelevant in assessing the performance of marketing channels |
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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 any two ways to manage stress.
8. Explain how to minimize waste and pollution.
9. How can LibreOffice Impress be started ?
10. What makes an entrepreneur successful ? Explain.
11. What is extrinsic motivation ?

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

12. Give one advantage and one limitation of online marketing.
13. What is meant by penetration pricing policy ?
14. Explain any two problems faced in service marketing.
15. What are speciality products ?
16. What is social media ?

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

17. Give any three differences between Advertising and Word of Mouth communication.
18. Describe services.
19. Differentiate between wholesalers and large scale retailers.

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

20. What is meant by a product ? Explain components of a product.
21. Differentiate between Cost-plus pricing and Mark-up pricing.
22. Explain any four factors pertaining to the consumer or the market.
23. How do Push and Pull strategies affect selection of promotion mix ?
24. What is Online Marketing ? Give examples of any four leading companies using online marketing.

- End of Question Paper -