

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). There are _____ basic parts of speech.

- (A) four (B) six
(C) five (D) three

1(ii). _____ includes activities for which there is no apparent reward but one derives enjoyment and satisfaction in doing them.

- (A) Intrinsic motivation (B) Extrinsic motivation
(C) Positive attitude (D) Self-control

1(iii). Rohan is generally kind, sympathetic, cooperative, warm and considerate. He takes care of people around him. Which trait is this ?

- (A) Neuroticism (B) Openness
(C) Extroversion (D) Agreeableness

1(iv). Shortcut to make text slanting is _____.

- (A) Ctrl + U (B) Ctrl + B
(C) Ctrl + I (D) Ctrl + S

1(v). The word entrepreneur is derived from the French word _____.

- (A) entreprendre (B) entreprendre
(C) entreprendre (D) entreprendre

1(vi). Full form of KVKs set up under agricultural field is :

- (A) Krishi Van Kendras (B) Kisan Vigyan Kendras
(C) Krishi Vigyan Kendras (D) Kisan Vigyan Kranti Kendras

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

2(i). A _____ is a brand with legal protection, thus ensuring its exclusive use by one seller.

- (A) Package (B) Logo
(C) Cox product (D) Trade mark

2(ii). According to _____, "Price is the amount of money charged for a product or service."

- (A) Kotler (B) Stanton
(C) Steve (D) Adam Smith

2(iii). Which of these is a function of a retailer ?
I. Collection of goods II. Transportation III. Grading and packing IV. Financing Options :

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

2(iv). This kind of advertising includes benches, posters, signs and transit advertising :

- (A) Out of Home advertising (B) Print media
(C) Yellow Page advertising (D) Broadway advertising

2(v). The full form of ICT is :

- (A) Information Communication Technology (B) Informative Communication Teaching
(C) Information Control Technique (D) Information Communication Technique

2(vi). Which of these is not an internal factor related to price ?

- | | |
|----------------|-----------------------------|
| (A) Costs | (B) Demand |
| (C) Objectives | (D) Product differentiation |

2(vii). _____ pricing uses buyer's perception of value.

- | | |
|---------------------|---------------------|
| (A) Differential | (B) Demand oriented |
| (C) Perceived value | (D) Value based |

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

3(i). Goods X of a company were replaced by Goods Y of the same company. This is an example of :

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|---------------------------|-----------------------------|
| (A) Product repositioning | (B) Product differentiation |
| (C) Product elimination | (D) Product diversification |

3(ii). _____ type of pricing is most common and is desirable when sales volume of the product is very sensitive to price.

- | | |
|--------------------------|-------------------------|
| (A) Skimming pricing | (B) Penetration pricing |
| (C) Demand based pricing | (D) Markup pricing |

3(iii). At least _____ parties should be a part of the process of exchange.

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|----------|-----------|
| (A) Four | (B) Three |
| (C) Five | (D) Two |

3(iv). Which of these is not an advantage of outdoor advertising ?

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|--------------------------|------------------------|
| (A) Product can be shown | (B) Size and dominance |
| (C) Reach to audience | (D) Mass viewing |

3(v). Which of these is not an online marketing tool ?

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|-----------------------------|-----------------------------|
| (A) Display advertising | (B) Events, webinars |
| (C) Search Engine Marketing | (D) Search Engine Operation |

3(vi). In _____, the seller charges the same price to similar types of customers who purchase similar quantities of products.

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|----------------------|---------------------------|
| (A) One price policy | (B) Variable price policy |
| (C) Dual pricing | (D) Psychological pricing |

3(vii). _____ means creating resources for either self-development or reinvestment in the firm.

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|--------------------------|---------------------------|
| (A) Resource sourcing | (B) Resource stocking |
| (C) Resource maintenance | (D) Resource mobilization |

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

4(i). Which of these is not a type of consumer goods ?

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|-------------------------|---------------------|
| (A) Convenience goods | (B) Shopping goods |
| (C) Materials and parts | (D) Specialty goods |

4(ii). $BEP = \text{Total Fixed Cost} / \text{Contribution per unit}$. This is an equation for :

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

4(iii). Which of these come under the category of transactional function ?

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|--------------------------------------|----------------------|
| (A) Buying, selling and risk bearing | (B) Assembling goods |
| (C) Storage, grading | (D) Maintenance |
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4(iv). _____ involves a wide range of online business activities for exchanging products and services.

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|----------------|----------------------|
| (A) E-commerce | (B) Personal selling |
| (C) E-business | (D) Online promotion |
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4(v). _____ provides its members the opportunity to generate sales leads and business partners.

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|--------------|--------------|
| (A) Facebook | (B) Telegram |
| (C) Browser | (D) LinkedIn |
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4(vi). Which of these is not a form of discriminatory pricing ?

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|-------------------------------|-----------------------------|
| (A) Basis of customer segment | (B) Basis of product form |
| (C) Colour discrimination | (D) Location discrimination |
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5. Answer any 5 out of the given 6 questions.
 $5 \times 1 = 5$

5(i). What are the essential characteristics of services ?

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| (A) Tangibility, consistency, separability | (B) Intangibility, inseparability, inconsistency |
| (C) Physical presence, availability, quality control | (D) Durability, variability, reliability |
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5(ii). What is the term for purchases made to fulfill urgent needs, often resulting in consumers paying more ?

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|----------------------------|-----------------------------|
| (A) Impulse buying | (B) Emergency shopping |
| (C) Convenience purchasing | (D) Tourist demand shopping |
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5(iii). Which marketing strategy is suitable for shopping goods based on the provided information ?

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| (A) Low pricing and minimal advertising | (B) High pricing and exclusive promotions |
| (C) Moderate pricing with heavy advertising and personal selling | (D) Online promotion and remote selling |
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5(iv). In the distribution process, who performs the functions such as buying, selling, assembling, standardization, packing, packaging and risk bearing ?

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|-------------------|---------------------------|
| (A) Manufacturers | (B) Facilitating agencies |
| (C) Consumers | (D) Intermediaries |
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5(v). What are the essential logistical functions in the physical exchange of goods ?

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|---|---|
| (A) Manufacturing, assembling and storage | (B) Sorting, transportation and selling |
| (C) Assembling, storage, grading and transportation | (D) Purchasing, assembling and grading |
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5(vi). What is the characteristic of the zero channel of distribution ?

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|---|---|
| (A) Multiple intermediaries involved | (B) Manufacturer selling directly to customer |
| (C) Indirect selling through retail outlets | (D) Mail order selling with no direct involvement of the manufacturer |

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

6(i). What are the key characteristics of below-the-line activities in promotion ?

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|--|--|
| (A) Targeted to mass audience, using broadcast and print media | (B) Prohibitively expensive requiring significant investment |
| (C) Targeted to a selective audience in specific locations | (D) Primarily focused on rural areas with minimal consumer interface |

6(ii). How can direct marketing be defined ?

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|---|---|
| (A) Any form of mass advertising | (B) Building relationships with broad consumer base |
| (C) Creating and exploiting a direct relationship with the individual | (D) Traditional marketing approach |

6(iii). What is the key characteristic that distinguishes competitions from prize promotion ?

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|-----------------------------------|---------------------------------------|
| (A) Random distribution of prizes | (B) Participants exercise of skill |
| (C) Dependent on chance | (D) Computerized selection of winners |

6(iv). What is the Indian economy classified as ?

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|----------------------------------|---|
| (A) Developed economy | (B) Emerging market economy |
| (C) Newly industrialized country | (D) Developed economy with average growth |

6(v). What is the key advantage of social media platforms for companies engaged in social media marketing ?

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|--|---|
| (A) Limited access to data analytics tool | (B) Fast paced increase in social media usage |
| (C) Lack of seriousness in advertising campaigns | (D) Independent tracking tools separate from social media platforms |

6(vi). What is one of the benefits of online marketing mentioned in the given information ?

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|--------------------------------------|-------------------------------------|
| (A) Limited customer support options | (B) Exclusion of brand awareness |
| (C) 24/7 online customer support | (D) Offline marketing effectiveness |

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 the role of eye contact in active listening.

8. What is an exclamatory sentence ?

9. What is intrinsic motivation ?

10. What is a worksheet ?

11. Describe any two qualities of a successful entrepreneur.

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

12. Explain the growth stage in product life cycle.

13. Explain any two market related objectives of pricing.

14. What is personal selling ?

15. Give any two limitations of television advertising.

16. Describe the platform of Google+.

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

17. State any three objectives of sales promotion.

18. What is meant by services ?

19. Explain perceived value pricing.

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

20. “What is a convenience product for one person may be a shopping product for another.” Explain.

21. Explain any four factors affecting price determination.

22. State any four services provided by retailers to consumers.

23. Explain any four functions of advertising.

24. Explain any four objectives of sales promotion.

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