

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) : (a) This section has 6 questions. (b) There is no negative marking. (c) Do as per the instructions given. (d) Marks allotted are mentioned against each question/part.
- (vii) Section B : Subjective Type Questions (30 marks) : (a) This section has 18 questions. (b) A candidate has to do 11 questions. (c) Do as per the instructions given. (d) Marks allotted 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). A block of adjacent cells that are selected is called :

- | | |
|------------------|--------------------|
| (A) Active cell | (B) Cell |
| (C) Cell address | (D) Range of cells |

1(ii). Which out of these is the correct option to extend the first cell ?

- | | |
|-------------------------|------------------------|
| (A) Ctrl + G | (B) Shift + Home |
| (C) Ctrl + Shift + Home | (D) Ctrl + Shift + End |

1(iii). Ramesh did a project very well. Now he is collecting feedback and insights into his work. This action of Ramesh indicates :

- | | |
|---------------------|--------------------|
| (A) Self-awareness | (B) Responsibility |
| (C) Time management | (D) Adaptability |

1(iv). Following are the examples of green jobs except one. Identify the non-green job.

- | | |
|---------------------------|---------------------------|
| (A) Wind energy workers | (B) Solar cell technician |
| (C) Wave energy producers | (D) Working in an MNC |

1(v). _____ includes a series of postures and breathing exercises to control the body and mind.

- | | |
|-----------------------|--------------|
| (A) Meditation | (B) Yoga |
| (C) Physical Exercise | (D) Sleeping |

1(vi). An individual who initiates, creates and manages a new business is called a/an :

- | | |
|------------------|------------------|
| (A) Leader | (B) Manager |
| (C) Professional | (D) Entrepreneur |

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

2(i). What is it called when a product is modified to make it more attractive to its target market ?

- | | |
|-----------------------------|-----------------------------|
| (A) Product diversification | (B) Product standardization |
| (C) Product differentiation | (D) Product modification |

2(ii). _____ = Unit total cost + Desired unit profit.

- | | |
|---------------------------|------------------------|
| (A) Cost-oriented pricing | (B) Markup pricing |
| (C) Selling price | (D) Break-even pricing |

2(iii). The product being available at the right time and right place is only possible if each firm concentrates and understands the _____ of its products.

- | | |
|--------------------------------|-----------------------------|
| (A) importance of distribution | (B) channel of distribution |
| (C) production process | (D) place in marketing |

2(iv). _____ of product depends upon efficiently managed place.

2(v). In a classroom one lecture is delivered to many students in one go. Name the service model discussed in the above sentence.

- | | |
|---|--|
| (A) Service based on service operation to volume of customers | (B) Service based on service delivery and processing focus |
| (C) Service based on customization | (D) Service based on the level of tangibility |

2(vi). Who is involved in various activities like demonstration of product, display and contests, etc. to increase the sale of a product ?

- | | |
|---------------|--------------|
| (A) Middleman | (B) Producer |
| (C) Trader | (D) Agent |

2(vii). A manufacturer manufacturing refrigerators, ovens, electric irons and air conditioners represents :

- (A) product mix (B) breadth
(C) depth (D) consistency

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

3(i). What out of these increases the rights of a brand or a company by ensuring legal evidence and its ownership ?

- (A) Brand (B) Trademark
(C) Logo (D) Brand mark

3(ii). Who educates the customers by informing them about the availability and diverse uses of new products along with their demonstration ?

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

3(iii). Which of the following form of two-way communication informs and persuades customers to buy products in an exchange situation ?

- (A) Personal selling (B) Advertising
(C) Word of mouth communication (D) Public relations

3(iv). A shirt manufacturer decided to manufacture shirts of premium quality. He will use rarely available sea-shells as buttons and will adopt exclusive promotional strategies to sell his product to such buyers who want a better product only. Name the pricing method suitable for him.

3(v). When multiple products of the manufacturer are marketed under the similar brand name, it is called :

- (A) Store brand (B) Family brand
(C) Local brand (D) Individual brand

3(vi). If fixed expenses in a production unit are ₹ 5,40,000, variable cost per unit is ₹ 150 and the selling price is ₹ 200, find the BEP quantity.

- (A) 10800 units (B) 1080 units
(C) 1800 units (D) 108000 units

3(vii). Who out of these maintain close relationships with their suppliers and customers ?

- (A) Distributors (B) Wholesalers
(C) Retailers (D) Agents

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

4(i). The needs of the customer are identified through market research surveys and the insights thus obtained are used to add benefits to the product which are not expected by the customer. Which level approach is being talked about in the sentence ?

- (A) Core product (B) Branded product
(C) Augmented product (D) Generic product

4(ii). A new entrant manufacturer of innovative leather bags wants to set the price in a way so that he can recover the initial investment on the product quickly and reap higher profits during the introduction stage. Which pricing method will be adopted by him ?

- (A) Leader pricing (B) Price lining
(C) Dual pricing (D) Skimming pricing

4(iii). Ramesh, a manufacturer carries a limited product line and has to cover a wide market. Name the channel of distribution suitable for Ramesh.

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

4(iv). Which out of these is a characteristic of service ?

- (A) Reliability (B) Access
(C) Non-credibility (D) Intangibility

4(v). State Bank of India which provides financial assistance to business houses is a :

- (A) Manufacturer (B) Intermediary
(C) Facilitating agency (D) Consumer

4(vi). Which activities ensure greater interface with the consumer providing them instant feedback ?

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

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

5(i). Name the element of marketing mix which is the starting point of planning.

5(ii). This is a popular method of pricing the product among the retailers. As the industry leader changes the price, the firm can increase or decrease the price accordingly under conditions of pure competition and oligopoly. Name the pricing method discussed above.

- (A) Sealed bid pricing (B) Going rate pricing
(C) Competitive pricing (D) Psychological pricing

5(iii). Which out of these is not a factor pertaining to the consumer ?

- (A) Level of production (B) Number of customers
(C) Size of order (D) Objective of purchase

5(iv). Which element of marketing mix is the mechanism through which goods move from the manufacturer to the consumer ?

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

5(v). Identify the sector which is the largest employer in the Indian economy, but it contributes to a declining share of GDP

- (A) Agriculture (B) Indian automobile industry
(C) IT industry (D) Banking services

5(vi). Generally, fruits are sold at a reduced price during the night-time in the market. Which pricing method is adopted by the vendor selling fruits at a reduced price during the night-time in the market ?

- (A) Psychological pricing (B) Resale price maintenance
(C) Everyday low pricing (D) Team pricing

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

6(i). Identify the type of product which is easily available and obtainable at low price.

- (A) Convenience products (B) Shopping products
(C) Specialty products (D) Unsought products

6(ii). This method of pricing is used when the market is highly competitive and the product is non-differentiated significantly with respect to competing products :

- (A) Value-based pricing (B) Competitive pricing
(C) Team pricing (D) Price lining

6(iii). In the context of Marketing Mix, promotion means :

- (A) promoting a salesman to the post of sales manager (B) increasing the quantity of sales
(C) improving the quality of the products to be sold (D) the process of persuading prospective buyers to buy a product

6(iv). Who out of these buys the goods in their name but they deal only in complementary product lines ?

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

6(v). It advertises for search keywords related to “photography” on Google to market their cameras to a relevant audience. Give its name.

6(vi). Between whom does the external communication take place ?

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 'Narcissistic' disorder and 'Avoidant' disorder.

8. Give any two differences between formal communication and informal communication.

9. Write the steps to insert a sheet in a workbook.

10. Write any two ways to fund a startup.

11. Write two ways to reduce greenhouse gases.

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

12. Explain online marketing.

13. Can you buy a book without going to a shop? If yes, explain how.

14. Explain the feature of a service that develops much more close contact with the customer.

15. Discuss the role of communication in promotion.

16. Define advertising.

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

17. Enlist any three features of industrial products.

18. How do government regulations control prices?

19. Name and explain the marketing intermediary who acts as the primary arm of the producer and represents the producer to users.

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

20. Product managers have to play a vital role for carving a niche within a specific market segment through enhanced service, image marketing and by creating new value image and strengthening through repositioning. Identify the stage of PLC in which the product is. Explain the identified stage along with its characteristics.

21. A firm sells the same product at two or more prices that do not reflect a proportional difference in costs. Name the pricing strategy highlighted above and explain any three forms in which this pricing strategy can be applied.

22. Name the intermediary who sells goods at a very low margin of profit as turnover is very fast. Explain any three important functions performed by the identified intermediary.

23. Various influencers discuss their experiences of the product with the potential buyers as influencers for promoting the product of a company. Which mode of promotion is referred in the above sentence? Explain it.

24. Discuss any four advantages of social media marketing.

- End of Question Paper -