

CBSE Class 12 Marketing 2025 - 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). Choose the correct order of the five stages of active listening : (1) Understanding (2) Receiving (3) Remembering (4) Evaluating (5) Responding

- (A) 1, 2, 3, 4, 5 (B) 2, 1, 4, 3, 5
(C) 5, 4, 1, 2, 3 (D) 2, 1, 3, 4, 5

1(ii). Aditi believes that she can influence other people or events with her thoughts. She often misinterprets behaviour. What common personality disorder is this ?

- (A) Schizoid personality disorder (B) Paranoid personality disorder
(C) Schizotypal personality disorder (D) Borderline personality disorder

1(iii). _____ is a state of feeling upset, annoyed and hopeless. It makes one feel nothing is working right and we are not able to achieve our goals.

- (A) Stress (B) Panic
(C) Anxiety (D) Motivation

1(iv). Which of the following is not a component of a spreadsheet ?

- (A) Row (B) Cell
(C) Workbook (D) Toolbox

1(v). Robin is 48 years old. He has started a business where he is the only one in his family to do such work. What kind of entrepreneur is Robin ?

- (A) Family business entrepreneur (B) Social entrepreneur
(C) First-generation entrepreneur (D) Service entrepreneur

1(vi). Which of these is a greenhouse gas ?

- (A) Carbon hydroxide (B) Oxygen
(C) Nitrogen (D) Methane

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

2(i). _____ refers to the manner in which a marketer changes the whole product in order to satisfy a particular segment or customer.

- (A) Product differentiation (B) Product repositioning
(C) Product branding (D) Product positioning

2(ii). Which of these is not a classification of consumer goods ?

- (A) Non-durable goods (B) Shopping goods
(C) Convenience goods (D) Specialty goods

2(iii). _____ uses buyers' perceptions of value and not the seller's cost as the key to pricing.

- (A) Differential pricing (B) Penetration price policy
(C) Skimming pricing (D) Perceived value pricing

2(iv). Which of these is not another name for direct marketing ?

- (A) Personal selling (B) Curriculum marketing
(C) Database marketing (D) Dialogue marketing

2(v). _____ operate outlets that trade directly with household customers for personal and non-business use.

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

2(vi). Which of the following 4Ps of the marketing mix is about channels, locations, transportation, etc. ?

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

2(vii). Which of these is not a criteria to judge a service quality ?

- | | |
|--------------------|--------------|
| (A) Reliability | (B) Branding |
| (C) Responsiveness | (D) Access |

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

3(i). _____ are a type of goods that are purchased to fulfil urgent requirements. In such circumstances, the buyer is compelled to pay more.

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|----------------------|---------------------|
| (A) Tangible goods | (B) Emergency goods |
| (C) Intangible goods | (D) Impulse goods |

3(ii). Which of these is not a factor which is taken into account while deciding the price of a product ?

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|-------------------------------|---------------------------|
| (A) Price of raw material | (B) Size of market |
| (C) Competition in the market | (D) Cost of manufacturing |

3(iii). Which of these does not fall under the category of logistical functions of distribution channel ?

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|-------------|----------------------|
| (A) Buying | (B) Assembling goods |
| (C) Sorting | (D) Transportation |

3(iv). _____ is face-to-face interaction performed by individuals to give information on products and create mutual long-term relationships.

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|----------------------|---------------------|
| (A) Sales promotion | (B) Advertising |
| (C) Personal selling | (D) Prize promotion |

3(v). _____ is the promotion of products or brands via one or more forms of electronic media.

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|------------------------|----------------------------|
| (A) Offline marketing | (B) Social media marketing |
| (C) Platform marketing | (D) Online marketing |

3(vi). _____ is a professional business-related networking site that allows companies to create professional profiles for themselves as well as their business network and meet others.

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

3(vii). Which of these is an advantage of yellow page advertising ?

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|---------------------|-------------------------------|
| (A) Non-Intrusive | (B) Slow reflection of change |
| (C) More shelf life | (D) In-depth coverage |

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

4(i). Which of these is not an objective of sales promotion ?

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|---------------------|----------------------------|
| (A) Increased trial | (B) Creating interest |
| (C) Widening usage | (D) Hybrid sales promotion |

4(ii). Ronita uses a platform for promoting her business products. The platform allows her to promote via short messages limited to 140 characters that appear on timelines. Identify the platform.

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|---------------|---------------|
| (A) Facebook | (B) Instagram |
| (C) Twitter/X | (D) Google+ |

4(iii). Manufacturer → Wholesaler → Retailer → Consumer The above flowchart depicts a _____ channel.

- (A) Three-level (B) One-level
(C) Two-level (D) Four-level
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4(iv). _____ is a method of setting prices that takes into account the company's profit and covers its costs of production.

- (A) Break-even pricing (B) Cost plus pricing
(C) Cost-oriented pricing (D) Markup pricing
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4(v). Which of these is not a stage of product life cycle that depicts a product sale history ?

- (A) Maturity (B) Introduction
(C) Growth (D) Boom
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4(vi). Which of these is not a characteristic of growth stage ?

- (A) Competition is limited to a few firms (B) Reduced costs because of economies of scale
(C) Increase in profits (D) Dominant position created by focusing on increasing selective demand
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5. Answer any 5 out of the given 6 questions.
 $5 \times 1 = 5$

5(i). According to Peter Drucker, when does a product become more than just raw material or an intermediate ?

- (A) When it is manufactured (B) When it is marketed
(C) When it is bought or consumed (D) When it is designed
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5(ii). Which of the following statements accurately describe the role of price in the marketing mix ?

- (A) Price is the only element of marketing mix that generates revenue for the organization. (B) Price is the only element that determines the distribution channels used by them.
(C) Price is primarily concerned with the promotion and advertising of a firm's product. (D) Price does not influence the overall cost structure of the organization.
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5(iii). How can a company's established image impact its pricing strategy ?

- (A) No impact (B) Allows flexibility in setting prices without affecting customers trust.
(C) It can be both, i.e., support high pricing or damage reputation if shifting to low prices. (D) It strictly requires maintaining the same price level.
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5(iv). Which of the following is an example of an internal factor that can influence product pricing ?

- (A) Market competition (B) Government regulations
(C) Cost of production and procurement of raw materials (D) Consumer preferences
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5(v). Which of the following functions is not a part of transactional functions in a distribution channel ?

- (A) Buying (B) Selling
(C) Risk Bearing (D) Warehousing
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5(vi). Which one of the following is a facilitating function of the distribution channel ?

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|------------------|------------------------|
| (A) Risk Bearing | (B) Market Information |
| (C) Buying | (D) Storage |

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

6(i). Which one of the following describes a zero-level distribution channel ?

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|---|---|
| (A) The manufacturer sells to wholesalers who then sell to retailers. | (B) The manufacturer sells directly to the customer without intermediaries. |
| (C) The product is sold through a chain of intermediaries before reaching the customer. | (D) The manufacturer uses agents to reach the final consumer. |

6(ii). What is the key factor in setting prices under perceived value pricing ?

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|-------------------------|------------------------|
| (A) Seller's cost | (B) Market average |
| (C) Buyers's perception | (D) Competitor's price |

6(iii). What is the purpose of dividing communication tools within the promotion mix ?

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| (A) To focus solely on direct marketing strategies. | (B) To determine the most effective tool for achieving specific objectives. |
| (C) To eliminate the need for sales promotion in a marketing strategy. | (D) To avoid using multiple tools in a single marketing campaign. |

6(iv). What is integrated marketing communication ?

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| (A) Focusing only on sales promotion to achieve short-term goals. | (B) Launching a new product solely through publicity efforts. |
| (C) Combining all elements of the promotion mix to create a balanced strategy. | (D) Focusing mostly on direct marketing for industrial companies. |

6(v). What does the concept of heterogeneity in services imply ?

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| (A) All services are identical in quality and delivery. | (B) Services can be easily standardized to ensure consistent quality. |
| (C) Services vary because they depend on human actions and interactions. | (D) Services are produced and consumed at different times, allowing for quality control. |

6(vi). What is the primary focus of online marketing ?

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| (A) Promoting products solely through traditional media. | (B) Using Internet-based channels to promote products or brands. |
| (C) Marketing products only through mobile phones. | (D) Excluding digital technologies from marketing strategies. |

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. Describe Active Listening.

8. Personality disorders can drastically impact one's life. Explain any two steps to overcome personality disorders.

9. Explain steps to protect a spreadsheet with password.

10. Describe any two qualities of an entrepreneur in one to two lines each.

11. What are the benefits of green jobs ?

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

12. Explain the role of Label in a product.

13. Explain any one importance of pricing for a firm.

14. Describe Sales Promotion.

15. Explain one advantage and one limitation of magazine advertising.

16. Give any one advantage of online marketing.

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

17. Explain any three factors affecting or influencing the product mix.

18. Explain any three functions of Retailers.

19. How are online marketing and direct marketing distinct from one another ?

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

20. What is Packaging ? What are its functions ?

21. Explain Break-even pricing with the help of numericals.

22. Explain the importance of Place in marketing mix.

23. Write a note on public relations and sponsorship as means of promotion.

24. What is the significance of online marketing ? What are the tools of online marketing ?

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