

CBSE Class 12 Marketing 2026 - Set 336/7 - 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) : (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). What is a sentence ?

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|--|---|
| (A) A group of ideas that form a complete paragraph. | (B) A group of words that communicates a complete thought or meaning. |
| (C) A set of rules that we must follow to write correctly. | (D) A set of words that contains basic punctuation marks. |

1(ii). Define the term "stress".

1(iii). Cluster 'A' personality disorders are associated with individuals who are _____ in nature.

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|----------------|---------------|
| (A) Suspicious | (B) Emotional |
| (C) Impulsive | (D) Anxious |

1(iv). ICT stands for :

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|--------------------------------------|--|
| (A) Innovation and Coordination Team | (B) Information and Communication Technology |
| (C) Integrated and Clear Technology | (D) Inspired and Creative Team |

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

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|--------------|---------------|
| (A) Cell | (B) Worksheet |
| (C) Workbook | (D) Workarea |

1(vi). Name the flagship initiative of the Government of India that is intended to build an ecosystem for the growth of start-up businesses.

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

2(i). Product differentiation refers to :

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|------------------------------|---|
| (A) Reducing product variety | (B) Modifications to make a product more attractive and distinguish it from its competitors |
| (C) Increasing product price | (D) Stopping production of a product |

2(ii). Price is important to consumers because it helps in :

- | | |
|---------------------------|---|
| (A) Product manufacturing | (B) Decision-making and satisfaction of needs |
| (C) Product distribution | (D) Advertising campaigns |

2(iii). Who are involved in a three-level distribution channel ?

2(iv). Below-the-line promotion includes :

- | | |
|---------------------------------------|------------------------------|
| (A) Television commercials | (B) Newspaper advertisements |
| (C) In-store displays and trade shows | (D) Radio advertising |

2(v). Which of the following is not a characteristic of services ?

- | | |
|------------------------|-------------------|
| (A) Intangibility | (B) Perishability |
| (C) Ownership transfer | (D) Heterogeneity |

2(vi). E-commerce enables businesses to :

- | | |
|--------------------------------|---|
| (A) Avoid consumer interaction | (B) Conduct transactions electronically |
| (C) Not use computers | (D) Stop traditional retail completely |

2(vii). What is the basis of demand-oriented pricing ?

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

3(i). Which level of product includes warranty, after-sales service, and installation ?

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

3(ii). The formula for break-even point is :

- (A) $\frac{\text{Total Fixed Cost}}{(\text{Selling Price} - \text{Variable Cost per unit})}$ (B) $\frac{\text{Total Revenue} - \text{Total Cost}}{\text{Selling Price} - \text{Variable Cost per unit}}$
(C) $\frac{\text{Fixed Cost} + \text{Variable Cost}}{\text{Selling Price} - \text{Variable Cost per unit}}$ (D) $\frac{\text{Selling Price} \times \text{Quantity}}{\text{Selling Price} - \text{Variable Cost per unit}}$
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3(iii). Which function is performed by wholesalers, but not by retailers ?

3(iv). The primary objective of advertising is :

- (A) Immediate sales boost (B) Long-term brand building and awareness
(C) Reducing inventory (D) Training employees
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3(v). Which of the following is an example of sales promotion ?

- (A) Company annual report (B) Buy-One-Get-One-Free offer
(C) Brand logo (D) Company website
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3(vi). Social media marketing helps in :

- (A) Manufacturing products (B) Building customer relationships and engagement
(C) Physical distribution (D) Product packaging
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3(vii). State any one function of packaging.

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

4(i). Specialty goods are characterised by :

- (A) Frequent purchase with minimum effort (B) Unique characteristics requiring special purchasing effort
(C) Low price and easy availability (D) Unknown to potential users
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4(ii). In which state of the Product Life Cycle (PLC) do profits begin to decline due to intense competition ?

- (A) Introduction (B) Growth
(C) Maturity (D) Decline
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4(iii). Price lining refers to :

- (A) Drawing lines on price tags (B) Offering products at different price levels
(C) Increasing prices in a line (D) Connecting price with competitors
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4(iv). Which of the following is an external factor affecting pricing ?

- (A) Organizational size (B) Marketing objectives
(C) Market demand and competition (D) Cost of production
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4(v). Facilitating functions in distribution include :

- (A) Buying and selling only (B) Transportation and storage only
(C) Post-purchase service, financing, and market information (D) Grading and packaging only
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4(vi). When is direct distribution suitable ?

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

5(i). "Pull strategy" of pricing involves :

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|---|--|
| (A) Pushing products through intermediaries | (B) Creating consumer demand through advertising |
| (C) Forcing retailers to stock products | (D) Reducing production |

5(ii). Personal selling is most effective for :

- | | |
|---------------------------------|--|
| (A) Low-value convenience goods | (B) High-value, technical, or complex products |
| (C) Mass-market products | (D) Perishable goods |

5(iii). Service marketing differs from product marketing because services are :

- | | |
|--------------------|--|
| (A) Always cheaper | (B) Produced and consumed simultaneously |
| (C) Always costly | (D) Always standardized |

5(iv). Which social media platform is used for professional networking ?

5(v). Industrial products are primarily used for :

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|-----------------------------|--|
| (A) Personal consumption | (B) Non-personal and business purposes |
| (C) Household purposes only | (D) Gifting purposes |

5(vi). Discriminatory pricing means :

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|---|---|
| (A) The same product is sold at different prices to different customers | (B) All products are sold at the same price |
| (C) Pricing based only on cost | (D) Illegal pricing practices |

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

6(i). Going-rate pricing is an example of :

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|----------------------------------|-----------------------------|
| (A) Cost-oriented pricing | (B) Demand-oriented pricing |
| (C) Competition-oriented pricing | (D) Value-based pricing |

6(ii). Leader pricing involves :

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|--|---|
| (A) Following the market leader's price | (B) Temporarily cutting prices of select items to attract customers |
| (C) Pricing products higher than competitors | (D) Setting prices for leadership development |

6(iii). Which factor does not affect distribution channel selection ?

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|---------------------------------|---------------------------------|
| (A) Nature of product | (B) Number of customers |
| (C) Colour of product packaging | (D) Company financial resources |

6(iv). Logistical functions include :

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|-------------------------------|---|
| (A) Negotiation and promotion | (B) Assembling, storage, grading and transportation |
| (C) Risk-taking only | (D) Buying and selling only |

6(v). Which stage of the Product Life Cycle (PLC) requires heavy promotion ?

6(vi). Digital marketing advantage includes :

- | | |
|---|----------------------------------|
| (A) Higher costs than traditional marketing | (B) Inability to measure results |
| (C) Targeted reach and measurable impact | (D) Limited audience reach |

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. What do you understand by the term "communication" ?

8. Explain any four parameters of an individual's personality related to the Big Five Factor Model.

9. What is data sorting in ICT ?

10. State any two environmental barriers to entrepreneurship.

11. Define the term "green jobs" according to the UNEP

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

12. What is meant by product diversification ? Give an example.

13. Explain the concept of value-based pricing.

14. Differentiate between personal selling and publicity.

15. State any two advantages of television advertising.

16. Name four criteria used to judge service quality.

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

17. Explain the importance of labelling in marketing with any two suitable examples.

18. Distinguish between wholesalers and retailers on any three bases.

19. What is meant by promotion mix ? List the elements of promotion mix.

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

20. Explain any four factors that influence product mix decisions.

21. Explain any four points of importance of pricing from a firm's perspective.

22. Describe any four factors that affect the selection of distribution channels.

23. Explain the role of advertising in marketing. Mention any three advantages and any one limitation of advertising.

24. Explain the various characteristics of services.

- End of Question Paper -