

## 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). Which of the following is not a stage of active listening ?

- |                    |                   |
|--------------------|-------------------|
| (A) Receiving      | (B) Understanding |
| (C) Non-responding | (D) Evaluating    |

1(ii). It arises because of incentives or external rewards :

- |                          |                            |
|--------------------------|----------------------------|
| (A) Intrinsic motivation | (B) Extrinsic motivation   |
| (C) Realistic motivation | (D) Unrealistic motivation |

1(iii). Which of the following is incorrect in reference to SMART Goals ?

- |                     |                   |
|---------------------|-------------------|
| (A) Specific        | (B) Measurable    |
| (C) Action-oriented | (D) Readable Time |

1(iv). In the spreadsheet, you can see a worksheet with cells placed in \_\_\_\_\_ but not in \_\_\_\_\_.

- |                                       |                             |
|---------------------------------------|-----------------------------|
| (A) Row, Column                       | (B) Column, Row             |
| (C) Horizontal rows, Vertical columns | (D) Row, Horizontal columns |

1(v). Which of the following is not a characteristic of entrepreneurship ?

- |                                                                                                     |                                                                                                     |
|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| (A) It is an economic activity done to create, develop and maintain a profit-oriented organization. | (B) It begins with identifying an opportunity as a potential to sell and make profit in the market. |
| (C) It deals with optimization in utilization of resources.                                         | (D) It is the inability of an enterprise and an entrepreneur to take risks.                         |

1(vi). This is defined as one that helps bring about and maintain transition to environmentally sustainable forms of production and consumption :

- |                      |                     |
|----------------------|---------------------|
| (A) White-Collar job | (B) Green job       |
| (C) Black Card job   | (D) Unemployability |

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

2(i). Product shape and variety are restricted to maintain uniform quality of the product for \_\_\_\_\_.

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

2(ii). \_\_\_\_\_ is the basic objective of pricing.

- |                            |                         |
|----------------------------|-------------------------|
| (A) Survival               | (B) Profitability       |
| (C) Preventing competition | (D) Price stabilization |

2(iii). Name the element of the marketing mix that ensures availability of products :

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

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

- |                        |                          |
|------------------------|--------------------------|
| (A) Dialogue marketing | (B) Curriculum marketing |
| (C) Personal marketing | (D) Promotion            |

2(v). Ramesh, the owner of two buses, runs his buses from Mumbai to Jaipur and Jaipur to Mumbai on a daily basis. Identify the type of service offered by Ramesh :

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

2(vi). Existing firms may opt for a pricing method to prevent new firms from entering the market. State this method of pricing.

**2(vii).** State the element of marketing mix which lays emphasis on the satisfaction of the customers needs.

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

**3(i).** Offering of variety of products by a company is called :

- |                 |                   |
|-----------------|-------------------|
| (A) Product mix | (B) Product line  |
| (C) Branding    | (D) Marketing mix |

**3(ii).** Who performs the various functions like buying, selling, assembling and grading in the distribution system ?

**3(iii).** \_\_\_\_\_ involves a wide range of online business activities for exchange of products and services.

- |                     |                         |
|---------------------|-------------------------|
| (A) Sales promotion | (B) Electronic commerce |
| (C) Promotion       | (D) Sponsorship         |

**3(iv).** Which type of pricing will be effective if the market can be broken down with different price elasticity of demand ?

- |                          |                             |
|--------------------------|-----------------------------|
| (A) Penetration pricing  | (B) Market skimming pricing |
| (C) Differential pricing | (D) Perceived value pricing |

**3(v).** Which type of brand is it when under one brand name different products are being sold, ranging from coffee to toffee ?

- |                      |                    |
|----------------------|--------------------|
| (A) Individual brand | (B) National brand |
| (C) Family brand     | (D) Local brand    |

**3(vi).** A survey conducted by a tea producer revealed that 72 per cent tea consumers are habitual of using his tea leaves. On the result of this survey, what type of price may be fixed by him ?

- |          |                    |
|----------|--------------------|
| (A) Low  | (B) Moderate       |
| (C) High | (D) Discriminatory |

**3(vii).** For selling Fast-Moving Consumer Goods (FMCG), sellers should opt for which level of distribution channel ?

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

**4(i).** \_\_\_\_\_ is defined as the composite of products offered for sale by a business.

- |                 |                 |
|-----------------|-----------------|
| (A) Depth       | (B) Breadth     |
| (C) Consistency | (D) Product mix |

**4(ii).** The firms which are not able to market their products at good prices cannot survive in the long run, as they are not able to pay for the \_\_\_\_\_.

- |                                    |                                 |
|------------------------------------|---------------------------------|
| (A) Variable factors of production | (B) Fixed factors of production |
| (C) Various factors of production  | (D) Cost                        |

**4(iii).** Who, out of the following, takes ownership of goods and he deals only in complementary goods ?

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

**4(iv).** Shalu went to Udaipur and Sikkim and shared her wonderful experience of Sikkim, but was not satisfied with the time she spent in Udaipur because of high temperature. Which characteristic of service is discussed in the above statement ?

- |                   |                   |
|-------------------|-------------------|
| (A) Simultaneity  | (B) Intangibility |
| (C) Perishability | (D) Non-ownership |

**4(v).** Name the type of channel of distribution most suitable for an exclusive furniture manufacturer.

**4(vi).** Kotler identified \_\_\_\_\_ elements of promotion mix.

- |       |       |
|-------|-------|
| (A) 7 | (B) 5 |
| (C) 8 | (D) 6 |

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

**5(i).** A producer is offering readymade rajma, dal makhani and packed roti to working class, or students to meet their needs. It is known as :

- |                           |                             |
|---------------------------|-----------------------------|
| (A) Product line          | (B) Product positioning     |
| (C) Product repositioning | (D) Product standardization |

**5(ii).** This is the practice of setting prices that takes into account the company's profit objectives and covers its cost of production.

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

**5(iii).** Who, out of the following, must assume risk of loss in the distribution channel ?

- |               |                          |
|---------------|--------------------------|
| (A) Producer  | (B) Trader               |
| (C) Middleman | (D) All the participants |

**5(iv).** Name the activities that are targeted to a selective audience which might be present in a store.

**5(v).** Service is not a thing but a process, but at the same time services rely upon things for their\_\_\_\_\_.

- |                 |                  |
|-----------------|------------------|
| (A) Quality     | (B) Type         |
| (C) Performance | (D) Contribution |

**5(vi).** Which pricing method is followed by the managers when retail price changes are likely to go beyond the given range, and price changes by competitors have a substantial effect on the company's sales ?

- |                         |                        |
|-------------------------|------------------------|
| (A) Going rate pricing  | (B) Sealed bid pricing |
| (C) Value-based pricing | (D) Price lining       |

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

**6(i).** Ariel and Tide detergent powders are being manufactured by P&G. The above example is related to :

- |                    |                      |
|--------------------|----------------------|
| (A) Family brand   | (B) Store brand      |
| (C) National brand | (D) Individual brand |

**6(ii).** Name the pricing method which generally takes place in perfect competition, where the buyers and sellers are well informed.

**6(iii).** \_\_\_\_\_ is the process of moving products from the producer to the intended user.

- |                        |                                       |
|------------------------|---------------------------------------|
| (A) Place              | (B) Choice of channel of distribution |
| (C) Production process | (D) Middleman                         |

**6(iv).** Promotion accomplishes goals and enhances the results of other marketing communications. Which importance of promotion is discussed in this sentence ?

- |                                    |                  |
|------------------------------------|------------------|
| (A) Increases utility              | (B) Relationship |
| (C) Assist company's other efforts | (D) Persuasion   |

**6(v).** The Class IV employees working in a hotel always wear clean uniforms. Which service quality is referred here ?

- |                                 |                 |
|---------------------------------|-----------------|
| (A) Understanding the customers | (B) Tangibles   |
| (C) Courtesy                    | (D) Credibility |

**6(vi).** Who, out of the following, laid stress on the role of influencers to win the confidence of customers ?

- |             |                                       |
|-------------|---------------------------------------|
| (A) Lenovo  | (B) Kotler                            |
| (C) Stanton | (D) Institute of Sales Promotion - UK |

## 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. Suggest any two techniques that can help us to maintain a positive outlook in the long run.

8. There are five parameters that describe an individual's personality. These five dimensions are also called the 'Big Five Factors', and the model is referred to as the 'Five Factors Model'. Name them and define any one.

9. Write the procedure of inserting clipart and images in a presentation.

10. 'When a family or an individual runs a business successfully and passes it on to the next generation, such an entrepreneur is generally termed a family business entrepreneur.' Elaborate on it.

11. 'A startup is a company that is in the first stage of its operations.' Explain.

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

12. Discuss any two examples of Online Marketing.

13. Define service according to Philip Kotler.

14. Write a short note on the service sector in India.

15. What do you understand by sales promotion ?

16. Enlist the four elements of the concept of advertising given by the American Marketing Association.

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

17. Apart from tangible attributes of the product, the purchase decision is dependent upon various other factors. Enlist them.

18. State any three conditions where penetration pricing policy is very effective.

19. Explain logistical function as performed by channels of distribution.

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

20. Discuss the forces which cannot be regulated and changed as per the requirement by the firm up to any extent by itself.

21. Identify and explain the method of market-driven pricing which is practised where the marketer does not analyze market for its intensity of demand.

22. Explain the functions performed by the middleman who sells at a higher profit margin and pays rent for accommodation in a central place.

23. How does custom-tailored marketing approach achieve its objective ?

24. Discuss any four platforms of Social Media Marketing.

- End of Question Paper -