

INDIAN SCHOOL AL WADI AL KABIR

DEPARTMENT OF COMMERCE

BLUE PRINT FINAL ASSESSMENT CLASS 11- MARKETING

CHAPTER	KNOWLEDGE			UNDERSTANDING			APPLICATION			TOTAL
	VSQ	SQ	LQ	VSQ	SQ	LQ	VSQ	SQ	LQ	MARKS (QUES)
COMMUNICATION SKILLS							1(1)			1
SELF MANAGEMENT SKILLS				1(1)						1
ICT SKILLS					2(1)					2
ENTREPRENEURIAL SKILLS				1(1)				2(1)		3
GREEN SKILLS	1(1)							2(1)		3
TOTAL MARKS										10

*MARKS ARE KEPT OUTSIDE THE BRACKET AND NUMBER OF QUESTIONS INSIDE

SECTION - B (SUBJECT SPECIFIC SKILLS) - 50 MARKS

CHAPTER	KNOWLEDGE			UNDERSTANDING			APPLICATION			TOTAL
	VSQ	SQ	LQ	VSQ	SQ	LQ	VSQ	SQ	LQ	MARKS (QUES)
Introduction to Marketing	1(1)	2(1)			3(1)			2(1)		8
Marketing Environment			4(1)					3(1)		7
Marketing Segmentation, Targeting & Positioning	1(2)	2(1)				3(2)				10
Fundamentals of Marketing Mix	1(1)				3(1)	4(1)			4(1)	12
Consumer Behavior	1(2)				3(1)	4(1)			4(1)	13
TOTAL MARKS										50