

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MARKETING (SUBJECT CODE: 812)

### MARKING SCHEME FOR CLASS XII (SESSION 2022-2023)

Max. Time: 3 Hours

Max. Marks: 60

#### General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **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.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
  - i. This section has 06 questions.
  - ii. There is no negative marking.
  - iii. Do as per the instructions given.
  - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
  - i. This section contains 18 questions.
  - ii. A candidate has to do 11 questions.
  - iii. Do as per the instructions given.
  - iv. Marks allotted are mentioned against each question/part.

### SECTION A: OBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Cha p. No.	Page no. of source material	Marks
Q. 1	<b>Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)</b>				
i.	Perseverance	NCERT	4	103	1
ii.	b) File>Save As>Type file name>Save	NCERT	3	66-67	1
iii.	b) Avoidant	NCERT	2	35	1
iv.	a) Decisiveness	NCERT	4	99	1
v.	b) Self- confidence	NCERT	2	33-34	1
vi.	b)The arrangement of the content (Images, Text) Changes	NCERT	3	76	1
Q. 2	<b>Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)</b>				
i.	a) Product line	CBSE Study Material	1	12	1
ii.	c) Heterogeneity	CBSE Study Material	5	118	1

iii.	c) Team Pricing	CBSE Study Material	2	66	1
iv.	By getting brandmark registered under Trademarks Act	CBSE Study Material	1	7	1
v.	b) Intangibility	CBSE Study Material	5	119	1
vi.	No third party including WhatsApp can read or listen to messages	CBSE Study Material	5	126	1
vii.	c) Agent	CBSE Study Material	3	79	1
<b>Q. 3</b>	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>				
i.	b) Protects	CBSE Study Material	1	38	1
ii.	d) Exchange	CBSE Study Material	3	82	1
iii.	Promotion through Trade Fairs	CBSE Study Material	4	104	1
iv.	a) Perceived value pricing	CBSE Study Material	2	56	1
v.	Customer Relationship Management	CBSE Study Material	4	99	1
vi.	c) Counseling	CBSE Study Material	5	119	1
vii.	d) To persuade consumer to buy	CBSE Study Material	4	92	1
<b>Q. 4</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>				
i.	a) Risk Bearing	CBSE Study Material	3	73	1
ii.	a) Price is independent of the other elements of the marketing mix	CBSE Study Material	2	45	1
iii.	c) Social Media Marketing	CBSE Study Material	5	124	1
iv.	Any two out of Breadth, Depth and Consistency ( $\frac{1}{2} + \frac{1}{2}$ )	CBSE Study Material	1	12	1
v.	c) Public Relation	CBSE Study Material	4	98	1
vi.	d) Cost-plus pricing	CBSE Study Material	3	60	1
<b>Q. 5</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>				
i.	c) Distribution	CBSE Study Material	3	70	1
ii.	2014	CBSE Study Material	5	126	1
iii.	b) The product must be ready for consumers in the right place	CBSE Study Material	3	73	1
iv.	d) Length of product mix	CBSE Study Material	1	10	1
v.	One quality of 5 <sup>th</sup> P of Marketing Mix, i.e. Packaging is Attractive Appearance	CBSE Study Material	3	106	1
vi.	d) Market Penetration	CBSE Study Material	2	59	1
<b>Q. 6</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>				
i.	Sales Promotion	CBSE Study Material	4	98	1
ii.	b) Product mix	CBSE Study Material	1	32	1
iii.	b) ₹25,000	CBSE Study Material	2	60	1
iv.	c) Perceived Value Pricing	CBSE Study Material	2	56	1
v.	b) Producer – Consumer	CBSE Study Material	3	76	1
vi.	Resale Price Maintenance	CBSE Study Material	2	62	1

## SECTION B: SUBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Mark s
<b>Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)</b>					
Q. 7	<p><b>Importance of Self-motivation (Any two points)</b></p> <ul style="list-style-type: none"> <li>◆ It increases individual's energy and activity.</li> <li>◆ It directs an individual towards specific goals.</li> <li>◆ It results in initiation and persistence of specific activities</li> <li>◆ It affects cognitive processes and learning strategies used for completing similar tasks.</li> </ul> <p><b>1 Mark for each point</b></p>	CBSE Study Material	2	9	2
Q. 8	<p><b>Entrepreneurial Competencies</b></p> <ul style="list-style-type: none"> <li>◆ <b>Taking Initiative:</b> It is about making the first move towards setting up of an enterprise and taking action.</li> <li>◆ <b>Seeking and Acting on Opportunity:</b> An entrepreneur is always on the look-out or searching for opportunity and is ready to exploit it in the best interests of the enterprise.</li> </ul> <p><b>(or any other relevant point)</b></p>	CBSE Study Material	4	44	2
Q. 9	<p><b>Features of Spreadsheet Application</b></p> <ul style="list-style-type: none"> <li>◆ Built-in functions make calculations easier, faster, and more accurate.</li> <li>◆ Large volumes of data can be easily handled and manipulated.</li> <li>◆ Data can be exported to or imported from other software.</li> <li>◆ Data can be easily represented in pictorial form like graphs or charts.</li> </ul>	CBSE Study Material	3	14	2

	♦ Formulae are automatically recalculated whenever underlying data values are changed. (Any two)				
<b>Q. 10</b>	<b>Interpersonal Skills:</b> It refers to the ability to work with others. Clear communication helps everyone in the team to understand what's expected and how it's measured. <b>Example: Communication, Leadership, social group (or any other relevant example)</b>	CBSE Study Material	4	46	<b>2</b>
<b>Q. 11</b>	I. Being present where we are rather than where we are not, brings in peace and calmness in our life. A calm and peaceful mind can help us achieve wonders. This quality of being aware and conscious of one's self in present moment is also called mindfulness. II. <b>Mindfulness</b> helps students to pay attention, reduce stress and helps promote thoughtful approach towards life. <b>(1 Mark each)</b>	CBSE Study Material	2	10	<b>2</b>
<b>Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)</b>					
<b>Q. 12</b>	<b>Push Strategy:</b> If the strategy adopted is to motivate and persuade the intermediaries" to make effort to increase the sales the strategy is called push strategy. It emphasizes more of personal selling along with advertising and other trade promotional measures. <b>Pull Strategy:</b> The pull Strategy emphasizes on consumers. If the customer demands particular goods from the retailer and the retailers want the same from the wholesalers and the wholesalers in turn asking the manufacturers to provide that kind of goods. <b>(1 Mark each)</b>	CBSE Study Material	4	106 &107	<b>2</b>

Q. 13	<b>Basis</b>	<b>Skimming Pricing Policy</b>	<b>Penetration Pricing Policy</b>	CBSE Study Material	2	64	2
	1.Price Charged	Higher Prices	Below competitive level				
	2.Objective	To recover initial investment	To capture market share				
<b>(1 mark each for correct difference)</b>							
Q. 14	<b>Disadvantages of Online Marketing</b> <b>1. Impersonal:</b> marketing can become impersonal, due to the virtual nature of message and content delivery to a desired audience. <b>2. Competitive:</b> Online marketing can also be crowded and competitive. Although the opportunities to provide goods and services in both local and far-reaching markets is very high but still significant amount of competition exists. <b>3. Catching Attention:</b> Companies investing in online marketing may find visitors'attention is difficult to capture due to the number of business also marketing their products and services online. (Any two points)			CBSE Study Material	5	124	2
Q. 15	<pre> graph TD     CG[Consumer Goods] --&gt; CG1[Convenience goods]     CG --&gt; CG2[Shopping Goods]     CG --&gt; CG3[Speciality Goods]     CG --&gt; CG4[Unsought Goods]     CG1 --&gt; Torch[Torch]     CG2 --&gt; Furniture[Furniture]     CG2 --&gt; CottonClothes[Cotton Clothes]     CG4 --&gt; Vaccinations[Vaccinations] </pre> <b>( ½ mark for each product's correct identification with the category of product)</b>			CBSE Study Material	1	16	2
Q. 16	<b>Objectives of Sales Promotion</b> <b>1.Increased trial:</b> Existing customers will increase the sales volume as they will buy in bulk.			CBSE Study Material	4	102	2

	<p><b>2. Increasing Loyalty:</b> Loyalty keeps customers buying even when it is no more the cheapest and the best.</p> <p><b>3. Widening Usage:</b> Here the marketer has to tell the users of other uses.</p> <p><b>4. Creating awareness:</b> Though this job is left to advertising, but there are number of sales promotions very effective at making people aware of products through joint promotions with other product or service which is already well known in the market. (or Any other relevant point)</p>				
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**Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)**

<p><b>Q. 17</b></p>	<p><b>Basis</b></p>	<p><b>Advertisement</b></p>	<p><b>Word of mouth communication</b></p>	<p>CBSE Study Material</p>	<p>4</p>	<p>95</p>	<p><b>3</b></p>
	<p>1. Control</p>	<p>Controllable Element</p>	<p>Non-controllable Element</p>				
	<p>2. Form</p>	<p>Paid form of Communication</p>	<p>Unpaid form of communication</p>				
	<p>3. Source</p>	<p>Organisation</p>	<p>Users &amp; Influencers</p>				
	<p><b>(1 mark each for correct difference)</b></p>						
<p><b>Q. 18</b></p>	<p><b>Marketing Strategy in Growth Stage</b>            1) Product quality is maintained and additional features and support services may be added.            2) Pricing may remain same as the firm enjoys increasing demand with little competition.            3) Distribution channels are added as demand rises and customers accept the product.            4) Promotion is aimed at a broader audience.            (Any three points)</p>			<p>CBSE Study Material</p>	<p>1</p>	<p>27</p>	<p><b>3</b></p>

Q. 19	<p><b>Functions Performed by wholesaler Buying And Selling:</b> The wholesaler make an estimate of demand for the goods, and then purchase and assembly different varieties of goods from different manufacturers spread throughout the country. They also undertake import of goods from different countries.</p> <p><b>Storage:</b> Wholesaler keep the goods assembled by them in their warehouse to supply them to retailers whenever require .They help the manufacturers and retailers by making storage arrangement.</p> <p><b>Transportation:</b> Wholesalers make transportation arrangement from the premises of manufacturers to their godowns and from their godowns to the retail stores. They often maintain their own fleet of vehicles for this purpose. (or Any other relevant point)</p>	CBSE Study Material	3	81	3
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**Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)**

Q. 20	<p><b>Basis of Discriminatory Pricing</b></p> <p>i) Discrimination on the basis of customer segment – the product / service is sold at different prices to different customer groups, e.g. Indian Railway charges lower fare for students.</p> <p>ii) Discrimination on the basis of product form – different version of the same product are sold at different places. Based on image differences, e.g. a company may sell two varieties of a bathing soap Rs.2 and Rs 50 respectively, through the difference in their cost of Rs 10 only.</p> <p>iii) Locational discrimination – the product is sold at different prices at two places even though the cost is the same at both the places, e.g. a cinema theatre charges different prices for seats close to the screen and higher for the seats located far off ie different for ground floor and balcony seats.</p>	CBSE Study Material	2	62 & 63	4
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	<p>iv) Time discrimination – Prices differ according to the season or time of the day. Public utilities like taxi charge higher rate at night. Similarly, 5 star hotels charge a lower price for their rooms during off-season</p> <p>v) Image discrimination – the same product is priced at different levels on the basis of difference in image, e.g. a perfume company may price its perfume @ 500 Rs each in an ordinary bottle and @ 1000Rs in a fancy bottle with a different name and image.</p> <p><b>(Any 4 with explanation) ( ½ mark for the point, ½ for explanation)</b></p>				
<p><b>Q. 21</b></p>	<p><b>Advantages of online Marketing</b></p> <p>1. Brand Awareness – Online marketing helps in creating awareness about the product and the brand by use of internet.</p> <p>2. Measure Impact: A key benefit of using online channels for marketing a business or product is the ability to measure the impact of any given channel.</p> <p>3. Acquiring Valuable Customers: it helps to find how visitors acquired through different channels interact with a website or landing page experience. Of the visitors that convert into paying customers, further analysis can be done to determine which channels are most effective at acquiring valuable customers.</p> <p>4. Use of Analytics: Analytics on web or mobile app experiences can help determining which online marketing channels are the most cost-effective at acquiring customers.</p> <p>5. Better medium: Through data we can get a quick view of which channels are effective at acquiring and driving higher lifetime value for customers as there are different mediums such as email marketing, online advertising, and mobile marketing, to find which drives repeat purchases to prior customers.</p>	<p>CBSE Study Material</p>	<p>5</p>	<p>122 &amp; 123</p>	<p><b>4</b></p>



	6. Customer Analysis: Helps to analyse group of customers that have strong engagement behavior and high potential for upsell for higher engagement. <b>(Any 4 with explanation) ( ½ mark for the point, ½ for explanation)</b>												
<b>Q. 22</b>	Apart from core product, the following components make up for total product offering: <b>COMPONENTS OF PRODUCT</b>	CBSE Study Material	1	7 & 8	<b>4</b>								
	<table border="1"> <thead> <tr> <th><b>COMPONENT</b></th> <th><b>DESCRIPTION</b></th> <th><b>EXAMPLE</b></th> </tr> </thead> <tbody> <tr> <td>ASSOCIATED FEATURES</td> <td>Characteristics of the product that help in distinguishing it from that of competitor. These enhance the product personality.</td> <td>Fragrance, moisturizing ability, white colour etc of 'X' soap</td> </tr> <tr> <td>BRAND NAME</td> <td>Name, term, sign, symbol, design or a combination of them intended to identify the goods or services of one seller and to differentiate them from those of the competitors. Brand image is developed through advertising and other promotional tools. Registered brand mark is called trade mark.</td> <td>Name of 'X' soap</td> </tr> </tbody> </table>	<b>COMPONENT</b>	<b>DESCRIPTION</b>	<b>EXAMPLE</b>	ASSOCIATED FEATURES	Characteristics of the product that help in distinguishing it from that of competitor. These enhance the product personality.	Fragrance, moisturizing ability, white colour etc of 'X' soap	BRAND NAME	Name, term, sign, symbol, design or a combination of them intended to identify the goods or services of one seller and to differentiate them from those of the competitors. Brand image is developed through advertising and other promotional tools. Registered brand mark is called trade mark.	Name of 'X' soap			
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	LOGO	Brand mark/symbol/ picture that helps in identification of the product/ brand.	Image of a Pigeon is logo of dove soap				
	PACKAGE	Packaging helps in protection of the product, provides information about the product and increases aesthetics and sales appeal (serves as promotional tool)					
	LABEL	Label is part and parcel of package. It includes written information about the product specifying its features, composition, performance.					
	Any 4 components, with example (1 mark for each component and its explanation, including example)						
<b>Q. 23</b>	<b>Factors Pertaining to Product</b> <ul style="list-style-type: none"> <li>• Price of the Product. The products of a lower price have a long chain of distributors. As against it, the products having higher price have a smaller chain. Very often, the producer himself has to sell the products to the consumers directly.</li> <li>• Perishability. The products which are of a perishable nature need lesser number of the intermediaries or agents for their sale. Under this very rule, most of the eatables (food items), and the bakery items are distributed only by the retail sellers.</li> </ul>		CBSE Study Material	3	85 & 86	4	

- Size and Weight. The size and weight of the products too affect the selection of the middlemen. Generally, heavy industrial goods are distributed by the producers themselves to the industrial consumers
- Technical Nature. Some products are of the nature that prior to their selling, the consumer is required to be given proper instructions with regard to its consumption. In such a case less of the middlemen arc) required to be used.
- Goods Made to Order. The products that are manufactured as per the orders of the customers could be sold directly and the standardized items could be sold off only by the middlemen.
- After-Sales Service. The products regarding which the after-sales service is to be provided could be sold off either personally or through the authorized agents.

**(Any 2 with explanation)  
Factors pertaining to Company**

- Level of Production. The manufacturers who are financially sound and are of a larger category, are able to appoint the sales representatives in a larger number and thug could distribute the commodities (products) in larger quantities. As against it, for the smaller manufacturers, it becomes necessary to procure the services of the wholesalers and the retail traders.
- Financial Resources of the Company. From the financial point of view, the stronger company needs less middlemen
- Managerial Competence and Experience. If some producer lacks in the necessary managerial experience or proficiency, he will depend more upon the middlemen. The new manufacturers in the beginning remain more dependent upon the middlemen.

**(Any 2 with explanation)**

<p><b>Q. 24</b></p>	<p><b>Public Relations</b> is a broad set of guidelines which makes use of advertising, annual reports, brochures, event sponsorships, and undertaking social projects like helping poor and environment to build or maintain a favourable image with its various publics. Thus, PR is a generic term for a range of specialist and sophisticated skills involved in communication with publics through, primarily, broadcast, published media.</p> <p><b>Sponsorship</b> like other marketing activities is more than a century old. It entered the oxford Dictionary around 1930. To sponsor something is to support financially or in-kind an event, activity, person, or organisation financially or through the provision of products or services to reach specified business goals for commercial advantage. A sponsor is the individual or group that provides the support.</p> <p><b>(2 Marks each)</b></p>	<p>CBSE Study Material</p>	<p>4</p>	<p>98</p>	<p><b>4</b></p>
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