

**SECOND PRELIMINARY EXAMINATION- MARKETING -XII**

CHAPTER	KNOWLEDGE			UNDERSTANDING			APPLICATION			TOTAL
	VSQ	SQ	LQ	VSQ	SQ	LQ	VSQ	SQ	LQ	MARKS (QUES)
<b>Unit 1: Communication Skills – IV</b>	-	-	-	-	-	-	-	-	-	Not to be assessed in Theory Exams - CBSE
<b>Unit 2: Self-Management Skills - IV</b>	1(1)	-	-	1(1)	2(1)	-	-	2(1)	-	6(4)
<b>Unit 3: Information and Communication Technology Skills - IV</b>	1(1)	-	-	-	2(1)	-	1(1)	-	-	4(4)
<b>Unit 4: Entrepreneurial Skills – IV</b>		2(1)		1(2)				2(1)		5(4)
<b>Unit 5: Green Skills - IV</b>	-	-	-	-	-	-	-	-	-	Not to be assessed in Theory Exams - CBSE
<b>NO. OF QUESTIONS TO BE ANSWERED</b>	ANY 4				ANY 3					07
<b>TOTAL MARKS</b>										<b>10 MARKS</b>

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CHAPTER	KNOWLEDGE			UNDERSTANDING			APPLICATION			TOTAL
	VSQ	SQ	LQ	VSQ	SQ	LQ	VSQ	SQ	LQ	MARKS (QUES)
<b>Unit 1: Product</b>	1(1)	2(1)	3(1)	1(2)			1(3)		4(1)	12 (9)
<b>Unit 2: Price</b>	1(3)			1(2)	2(1)	4(1)	1(3)			14(10)
<b>Unit 3: Place</b>	1(2)	-	3(1)	1(2)	-		1(2)	-	4(1)	13 (8)
<b>Unit 4: Promotion</b>	1(1)		3(1)	1(3)	2(1)	4(1)	1(2)	2(1)		15 (10)
<b>Unit 5: Emerging Trends in Marketing</b>	1(2)			1(2)	2(1)		1(2)		4(1)	12 (8)
<b>No. of QUESTIONS TO BE ANSWERED</b>	26	ANY 3	ANY 2			ANY 3				34
<b>TOTAL MARKS</b>	1*26 = 26	2*3 = 6	3*2 = 6			4*3 = 12				<b>50 MARKS</b>