

# CBSE | DEPARTMENT OF SKILL EDUCATION

## MARKETING (SUBJECT CODE: 812)

### Blue-Print for Sample Question Paper for Class XII (Session 2022-2023)

Max. Time: 3 Hours

Max. Marks: 60

#### SECTION A - EMPLOYABILITY SKILLS (10 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	
1	Communication Skills-IV	-	-	-
2	Self-Management Skills- IV	2	2	4
3	Information and Communication Technology Skills- IV	2	1	3
4	Entrepreneurial Skills- IV	2	2	4
5	Green Skills-IV	-	-	-
TOTAL QUESTIONS		6	5	11
NO. OF QUESTIONS TO BE ANSWERED		Any 4	Any 3	07
TOTAL MARKS		1 x 4 = 4	2 x 3 = 6	10 MARKS

#### SECTION B - SUBJECT SPECIFIC SKILLS (50 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANS. TYPE QUES.- I	SHORT ANS. TYPE QUES.- II	DESCRIPTIVE/ LONG ANS. TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	3 MARKS EACH	4 MARKS EACH	
1	Product	6	1	1	1	09
2	Price	8	1	-	1	10
3	Place	6	-	1	1	08
4	Promotion	6	2	1	1	10
5	Emerging Trends in Marketing	6	1	-	1	08
TOTAL QUESTIONS		32	5	3	5	45
NO. OF QUESTIONS TO BE ANSWERED		26	Any 3	Any 2	Any 3	34
TOTAL MARKS		1 x 26 = 26	2 x 3 = 6	3 x 2 = 6	4 x 3 = 12	50 MARKS

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#### 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**

<b>Q. 1</b>	<b>Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)</b>	
<b>i.</b>	An entrepreneur has the ability to continue to do something, even when it is difficult. Which attitude of the entrepreneur is reflected here?	<b>1</b>
<b>ii.</b>	Which is the correct step to save a presentation? a)File>Open>File name>Open b)File>Save As>Type file name>Save c)File>Close>Save>OK d)File>Template>Save as Template	<b>1</b>
<b>iii.</b>	Malvika has a feeling of extreme social inhibition, and inadequacy. What type of personality disorder is this? a) Dependent b) Avoidant c) Obsessive d) Borderline	<b>1</b>
<b>iv.</b>	Shruti wants to start a sweet shop. After speaking to some people in her area, she finds out that nobody sells quality sweets. She decides to make non-fried sweets. Which type of entrepreneurial attitude is reflected by Shruti here a) Decisiveness b) Perseverance c) Taking Initiative d) Interpersonal Skills	<b>1</b>
<b>v.</b>	Which of the following is not a parameter to describe an individual's personality? a) Agreeableness b) Self- confidence c) Openness d) Neuroticism	<b>1</b>
<b>vi.</b>	Change in layout of the slide will result in? a) The title gets aligned to the center of the slide b) The arrangement of the content (Images, Text) Changes c) New Slide is inserted d) The format of the text changes	<b>1</b>

<b>Q. 2</b>	<b>Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)</b>	
<b>i.</b>	Name the concept used to describe a group of related products manufactured by a single company. a) Product line b) Product mix c) Product portfolio d) Product decision	<b>1</b>
<b>ii.</b>	A musical troupe performs a stage concert on two consecutive days at the same venue, for the same cost, with the same members. However, their performance on the second day was far more superior and vibrant than on the first day. Identify which characteristic of services is highlighted. a) Perishability b) Inseparability c) Heterogeneity d) Intangibility	<b>1</b>
<b>iii.</b>	X Beauty Salon charges a higher price for its services like haircut, manicure, facial, pedicure etc. but charges a lower price for a package including all these services. Identify the pricing policy. a) Psychological Pricing b) Leader Pricing c) Team Pricing d) Individual Pricing	<b>1</b>

iv.	How can a marketer ensure that the brand mark for his products and services is not copied by any other marketer?	1
v.	_____ is the main reason for difficulty in services of marketing. a) Separability c) Availability b) Intangibility d) Demand Supply Gap	1
vi.	What is meant by End-to-end encryption in the context of WhatsApp?	1
vii.	The intermediary who takes possession of products but do not actually own them. a) Wholesalers c) Agent b) Industrial users d) Retailer	1

<b>Q. 3</b>	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>	
i.	A label performs several functions for a product. These include all of the following except: a) Grades c) Describes b) Protects d) Classifies	1
ii.	Which of the following take place at retailer's end? a) Promotion c) Pricing b) Placing d) Exchange	1
iii.	State an example of Hybrid Sales Promotion.	1
iv.	Coffee is priced differently by different hotels because buyers assign some values to each. This is an example of _____ a) Perceived value pricing c) Competition oriented pricing b) Differential pricing d) Skimming pricing	1
v.	Give the full form of "CRM".	1
vi.	One to one Sequential is an example of which type of service? a) Video game c) Counseling b) Classroom lecture d) Vending Machine	1
vii.	Which of the following is the overall goal of promotion mix? a) To decrease operating expenses b) To have the right goods available c) To convey a message d) To persuade consumer to buy	1

<b>Q. 4</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	Buying, selling and _____ are the part of transactional function a) Risk Bearing c) Credit b) Production d) Research	1
ii.	All of the following are true about price except: (a) Price is independent of the other elements of the marketing mix (b) Price is the monetary value of a product (c) Price is most flexible tool in the marketing mix (d) Price is marketing mix element which produces revenue	1
iii.	In marketing dictionary, SMM stands for a) Social Marketing Management b) Social Management Marketing c) Social Media Marketing d) Social Media Manipulation	1
iv.	Name any two dimensions of product mix.	1

<b>v.</b>	If a company wants to build a good “corporate image”, it will probably use which of the following marketing communication mix tools? a) Direct Marketing b) Online Marketing c) Public Relation d) Advertising	<b>1</b>
<b>vi.</b>	Adding a standard profit to the cost of the product refers to _____ a) Premium pricing b) Price elasticity c) Break-even price d) Cost-plus pricing	<b>1</b>

<b>Q. 5</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
<b>i.</b>	Place in 4 P's means same as: a) Promotion b) People c) Distribution d) Demand	<b>1</b>
<b>ii.</b>	In which year did Whats App join Facebook?	<b>1</b>
<b>iii.</b>	Place is an important part of the marketing mix because: a) Consumer must be in the right place to buy the product b) The product must be ready for consumers in the right place c) Advertising should be in the right place d) Consumer to be at right place and at right time	<b>1</b>
<b>iv.</b>	Mention any one quality of fifth “P” of marketing mix.	<b>1</b>
<b>v.</b>	Push strategy of promotion is more appropriate when: a) There is no brand loyalty b) There is moderate brand loyalty c) There is low brand loyalty d) There is high brand loyalty	<b>1</b>
<b>vi.</b>	_____ price policies are considered when substitute products are marketed. a) Marketing Skills b) Elasticities c) Market Skimming d) Market Penetration	<b>1</b>

<b>Q. 6</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
<b>i.</b>	The element of promotion mix which involves giving short-term benefit to customers in order to attract more customers is called _____.	<b>1</b>
<b>ii.</b>	Concept of labelling & packaging are associated with which element of marketing mix: a) Price mix b) Product mix c) Place mix d) Promotion mix	<b>1</b>
<b>iii.</b>	A company is operating at a break-even level of output producing 5,000 units. The selling price per unit ₹20 and variable cost is ₹15 per unit. The fixed cost of the company would be: a) ₹50,000 b) ₹25,000 c) ₹5000 d) ₹ 75,000	<b>1</b>
<b>iv.</b>	The price setting method which most closely corresponds to the concept of product positioning is: a) Cost-Plus Pricing b) Going rate pricing c) Perceived Value Pricing d) Psychological Pricing	<b>1</b>
<b>v.</b>	A company manufactures eyewear products and sells through its own website to consumers. Which of the following channels of distribution is being used by the company? a) Producer -Retailer- Consumer b) Producer – Consumer c) Producer- Wholesaler- Retailer- Consumer d) Producer- Agent- Retailer- Consumer	<b>1</b>



<b>Q. 22</b>	Products have their own identity & personality. Most of the users associate meaning with products which given them satisfaction. A customer never just purchases the core product but also needs much more than just the basic element of the product. Describe the other components of the product which contribute to making the 'total product offering'. Explain with the help of any four examples.	<b>4</b>
<b>Q. 23</b>	You are a leading manufacturer of' fully automatic washing machines. Explain the factors that will guide you in selecting the route to sell your washing machines if the 'product' and the 'Company' are to be focused. (2+2)	<b>4</b>
<b>Q. 24</b>	Explain the meaning and role of Public Relation and Sponsorship.	<b>4</b>

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### 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
<b>Q. 1</b>	<b>Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)</b>				
i.	Perseverance	NCERT	4	103	<b>1</b>
ii.	b) File>Save As>Type file name>Save	NCERT	3	66-67	<b>1</b>
iii.	b) Avoidant	NCERT	2	35	<b>1</b>
iv.	a) Decisiveness	NCERT	4	99	<b>1</b>
v.	b) Self- confidence	NCERT	2	33-34	<b>1</b>
vi.	b)The arrangement of the content (Images, Text) Changes	NCERT	3	76	<b>1</b>
<b>Q. 2</b>	<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	<b>1</b>
ii.	c) Heterogeneity	CBSE Study Material	5	118	<b>1</b>

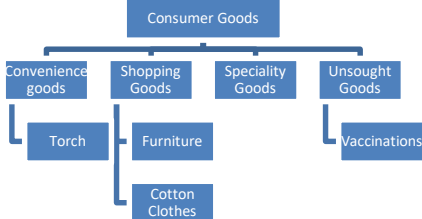


iii.	c) Team Pricing	CBSE Study Material	2	66	1
iv.	By getting brandmark registered under Trademarks Act	CBSE Study Material	1	7	1
v.	b) Intangibility	CBSE Study Material	5	119	1
vi.	No third party including WhatsApp can read or listen to messages	CBSE Study Material	5	126	1
vii.	c) Agent	CBSE Study 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	Marks
<b>Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)</b>					
<b>Q. 7</b>	<b>Importance of Self-motivation (Any two points)</b> <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> <b>1 Mark for each point</b>	CBSE Study Material	2	9	2
<b>Q. 8</b>	<b>Entrepreneurial Competencies</b> <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> <b>(or any other relevant point)</b>	CBSE Study Material	4	44	2
<b>Q. 9</b>	<b>Features of Spreadsheet Application</b> <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; SG[Shopping Goods]     CG --&gt; SpG[Speciality Goods]     CG --&gt; UG[Unsought Goods]     CG1 --&gt; T[Torch]     SG --&gt; F[Furniture]     SG --&gt; CC[Cotton Clothes]     UG --&gt; V[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)**

Q. 17	Basis	Advertisement	Word of mouth communication	CBSE Study Material	4	95	3
	1.Control	Controllable Element	Non-controllable Element				
	2.Form	Paid form of Communication	Unpaid form of communication				
	3.Source	Organisation	Users & Influencers				
	(1 mark each for correct difference)						
Q. 18	Marketing Strategy in Growth Stage 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)			CBSE Study Material	1	27	3

Q. 19	<p><b>Functions Performed by wholesaler</b></p> <p><b>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><b>iv)</b> 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><b>v)</b> 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>				
<b>Q. 21</b>	<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>	CBSE Study Material	5	122 & 123	<b>4</b>

	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>																
Q. 22	Apart from core product, the following components make up for total product offering: COMPONENTS OF PRODUCT	CBSE Study Material	1	7 & 8	4												
	<table><tr><td>COMPONENT</td><td>DESCRIPTION</td><td>EXAMPLE</td><td></td></tr><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><td></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><td></td></tr></table>	COMPONENT	DESCRIPTION	EXAMPLE		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	<b>4</b>

- **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)**

<b>Q. 24</b>	<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>	CBSE Study Material	4	98	<b>4</b>
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