



COMMON PRE-BOARD EXAMINATION
MARKETING-Code No. 812
Class-XII-(2025-26)



SET: 1

Time allowed: 3 Hrs.

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Maximum Marks: 60

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General Instructions:

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Read the following instructions very carefully and follow them:

General Instructions:

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1. Please read the instructions carefully.
2. This question paper consists of **24 questions** in **two sections – Section A and 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 **6** 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.

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SECTION A
(30 marks)

1. Answer any 4 out of the given 6 questions on Employability Skills.

4x1= 4

(i)	Tendulkar is doing a Sports Shop business, So what type of business activity he is doing? a) Hybrid business b) Product business c) Service business d) Small business	
(ii)	Raj realized that a situation of losing a game can be perceived as losing something or as an opportunity to review the game strategies and improve to win in the future. It showcases the qualities of self-confident people. Identify the same. a) Self-belief b) Hard work c) Positive attitude d) Commitment	

(iii)	Following are the examples of green jobs except one. Identify the non-green job. a) Wind energy workers b) Solar cell technician c) Wave energy producers d) Working in an MNC	
(iv)	What are close-ended questions? a) Questions that can have any answer b) Questions that do not have answers c) Questions with yes/no answers d) Questions that have many answers	
(v)	Grooming is a term associated with -----. a) Time management b) Problem solving c) Neat and clean appearance d) Self management	
(vi)	The shortcut key used to make the text bold is ----- a) Ctrl+i b) Ctrl+u c) Ctrl+b d) Ctrl+v	
2. Answer any 5 out of the given 7 questions		5x1=5
(i)	Which P of Marketing mix ensures availability of products? a) Place b) Product c) Promotion d) Price	
(ii)	Britannia and Parle, two food brands which have been part of a long-term rivalry in the business of biscuits. How are consumers engaging with these household names? The distribution channel adopted by these companies adopt middlemen who only carry complementary product lines. Who are they? a) Agent b) Wholesale c) Distributors d) Retailers	
(iii)	SEM Stands for -----. a) Search engine machine b) Search engine Marketing c) Search element marketing d) Social element management	
(iv)	If fixed expenses in a production unit are Rupees 1,62,000, variable cost per unit is Rs 45 and S.P per unit is Rs 60, find the BEP Quantity. What should be the S.P. if Break Even output is brought down to 18000 units? a) 54 b) 52 c) 45 d) 44	

(v)	For which type of products Sellers engage in Price war. a) Shopping products b) Emergency goods c) Homogenous Products d) Heterogeneous shopping	
(vi)	Y Started manufacturing stylish and comfortable T- Shirt but he is unable to generate enough sales as many people tend to buy T-shirts of big and established brands from show rooms. He decided to offer T-Shirt @ Rs 200 each well below what it costs him to draw customers in. He puts notice on the window to advertise this bargain. What tactic is he using here? a) Discount b) Rebate c) Psychological Pricing d) Loss leader	
(vii)	A business donates money to a local football team, and in return the team displays the name and logo of business on its kit. This is an example of “ a) Sales promotion b) Social media c) Sponsorship d) Advertising	
3. Answer any 6 out of the given 7 questions.		6x1=6
(i)	Spencer’s selling FMCG goods to consumers Name the indirect channel used here. a) Zero level channel b) Two level channel c) Three level channel d) One level channel	
(ii)	Which category of pricing is followed by the business houses that takes into account the company's profit objectives and covers its costs of production? a) Demand based pricing b) Competition-based pricing c) Cost oriented pricing d) Value Based pricing	
(iii)	----- pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share. a) Perceived value price b) Differentiated pricing c) Penetrating price policy d) Skimming pricing	
(iv)	They take title to products but deal only with complementary products. a) Distributor b) Wholesalers c) Agent d) Retailer	

(v)	<p>----- is a professional business-related networking site, that allows companies to create professional profiles for themselves as well as their business to network and meet others.</p> <p>a) Facebook b) LinkedIn c) Twitter d) Google+</p>	
(vi)	<p>This pricing strategy generally takes place in perfect competitive market situation. Here product is homogeneous and buyers and sellers are well informed about market price and market conditions. Identify.</p> <p>a) Demand-based pricing b) Competition-based pricing c) Cost oriented pricing d) Value-based pricing</p>	
(vii)	<p>A strategy where consumers demand the products from intermediaries, who in turn demand it from manufacturers to provide that kind of goods, comes under which type promotional strategy.</p> <p>a) Push strategy b) Pull strategy c) Forward strategy d) Backward strategy</p>	
4. Answer any 5 out of the given 6 questions.		5x1=5
(i)	<p>Which among the quality of service is highlighted when staff working in ABC Pvt. Ltd. is polite and considerate to customers?</p> <p>a) Reliability b) Access c) Credibility d) Courtesy</p>	
(ii)	<p>Identify the type of contest, where the distribution of prizes is dependent on random distribution of predetermined winning tickets.</p> <p>a) Free prize draw b) Sweepstakes c) Competitions d) Repurchase offer</p>	
(iii)	<p>Name the type of communication that use the broadcast medium and print media to reach the mass audience.</p> <p>a) Above-the-Line b) Below-the-Line c) Push strategy d) Pull strategy</p>	
(iv)	<p>When a retailer of readymade shirts sells his garment at three prices: Rs. 90 for the economy choice, Rs. 150 for the medium quality and Rs. 500 for highest quality. This relate to which type of pricing. Identify the same.</p> <p>a) Resale price maintenance b) Price Lining c) Product bundling d) Everyday low pricing</p>	

(v)	<p>Which modes of advertising are characterized by highlighting the limitations as zapping with remote control and with rapidly escalating advertisement cost?</p> <p>a) Newspaper advertising b) Radio advertising c) TV advertising d) Cinema advertising</p>	
(vi)	<p>The desire to buy these is a result of the shopping trip. This is why these products are located where they can be easily noticed.</p> <p>a) Staple goods b) Impulse goods c) Emergency goods d) Specialty goods</p>	
5. Answer any 5 out of the given 6 questions.		5x1=5
(i)	<p>The number of unsold tickets of the evening show for a particular movie in a theatre represents which characteristics of services.</p> <p>a) Intangibility b) Perishability c) Simultaneity d) Heterogeneity</p>	
(ii)	<p>Apple was a brand strongly rooted in the computer & software segments of technology industry. In 1997 with the groundbreaking launch of I Mac & I Book company's fortunes changed drastically. And in 2001, with the rise of digital music downloads, the I pod was also a success upon its release. But their biggest success was undoubtedly the launch of first I phone in 2007.</p> <p>This above paragraph is an example of.....</p> <p>a) Product differentiation b) Product modification c) Product line d) Product diversification</p>	
(iii)	<p>Today, anyone with an online business along with offline businesses can participate in online marketing by creating a ----- and building customer acquisition campaigns at little to no cost.</p> <p>a) Retail shop b) Website c) Floppy d) Analog Computer</p>	
(iv)	<p>Which function facilitates both the transaction as well as physical exchange of goods?</p> <p>a) Facilitating function b) Transactional function c) logistical function d) Negotiations</p>	
(v)	<p>Under which characteristic of service, the ownership is not transferred from the buyer to the seller as that of a product.</p> <p>a) Intangibility b) Perishability c) Non-Ownership d) Heterogeneity</p>	

(vi)	<p>Maruti car Udyog Ltd. assembles different parts of their cars manufactured at different places by different manufactures. It keeps the purchased goods at a particular place. Which function of channel of distribution is discussed above?</p> <p>a) Logistical function b) Transactional function c) Facilitating function d) Negotiations</p>	
6. Answer any 5 out of the given 6 questions.		5x1=5
(i)	<p>In which stage of product life cycle, the company may decide to re-position the product in the hope of moving it back to the growth phase in a new image or eventually prune the product from the line.</p> <p>a) Decline stage b) Growth stage c) Market introduction stage d) Maturity stage</p>	
(ii)	<p>The price-setting method which most closely corresponds to the concept of product positioning is -----.</p> <p>a) Cost-plus pricing b) Going rate pricing c) Perceived value pricing d) Psychological pricing</p>	
(iii)	<p>In 1912, the first Knorr bouillon cube was introduced. Carl Heinrich Knorr began experimenting with drying vegetables and seasoning to preserve nutrition and flavour, which led to Knorr's first launch of dried soups across Continental Europe in 1873. Knorr has highlighted the features stating as 'Knorr's Soups are tasty and healthy soups and can be prepared easily. This highlight one among the product level. Identify</p> <p>a) Generic product b) Customized product c) Augmented product d) Differentiated product</p>	
(iv)	<p>Assertion and Reasoning Question.</p> <p>A)The life cycle of the product is the longest and that of the brand is shortest usually. R) Modifications need to be made in the PLC because of changes in the environment</p> <p>a) Both A and R are true, and R is the correct explanation of A. b) Both A and R are true, but R is not the correct explanation of A. c) A is true but R is false d) A is false but R is true</p>	
(v)	<p>If the size of firm is big and the scale of production is large, the company can afford to set ----- and increase its sales.</p> <p>a) Low price b) Moderate price c) High price d) Average price</p>	

(vi)	----- 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. a) Sponsorship b) Public Relations c) Personal selling d) Direct marketing	
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SECTION B
(Subjective Type Questions)

(30 marks)

Answer any **3** out of the given **5** questions on Employability Skills.

Answer each question in 20-30 words

3x2=6

7.	What is stress? Suggest any one way to manage it.	
8.	Explain any two qualities of a successful entrepreneur.	
9.	Differentiate between an active cell and a cell range	
10.	Name any four skills through which information or message is exchanged between individuals.	
11.	Name any two green jobs in the eco-tourism.	

Answer any **3** out of the given **5** questions in 20-30 words each.

3x2=6

12.	Explain the importance of Promotion in communicating with the target audience.	
13.	Discuss the following major pricing policies: a) Psychological pricing b) Dual Pricing	
14.	Differentiate between intangibility and simultaneity.	
15.	Classify the product on the basis of durability and non-durability with proper examples.	
16.	Explain any three advantages of Cinema advertising.	

Answer any **2** out of the given **3** questions in 30-50 words each.

2x3=6

17.	What are the factors that can influence the promotion mix selection with respect to the type of distribution methods.	
18.	What are shopping goods? Explain any two types of shopping goods giving suitable examples.	
19.	Explain any three functions performed by Retailers.	

Answer any 3 out of the given 5 questions in 50-80 words each.		3x4=12
20.	Explain the factors that affect the differential pricing method.	
21.	“The average US adult spends 2.25 hours on social media every day. Over 70% of people who have a positive experience with a business on social media will recommend that business to their networks.” Based on this information as a business tycoon discuss any four types of social media platform which can be used a communication tool to make the companies accessible to those interested in their product and makes them visible to those who have no knowledge of their products.	
22.	‘Packaging was considered a production-related function and activity. While in the current context packaging has completely changed due to competition. New developments in packaging, have forced marketing managers to focus on packaging design’. In this Context explain any four functions of packaging.	
23.	Explain the factors pertaining to product that affect the channel of distribution.	
24.	Explain any four Objective of “Any activity which aids value to a product or service for a limited time period by offering an incentive to purchase.”	