

Marking Scheme
Strictly Confidential
(For Internal and Restricted use only)
Senior Secondary School Certificate Examination, 2025
SUBJECT NAME MARKETING (812) (Q.P. CODE 336)

M.M. 60

General Instructions: -

1	You are aware that evaluation is the most important process in the actual and correct assessment of the candidates. A small mistake in evaluation may lead to serious problems which may affect the future of the candidates, education system and teaching profession. To avoid mistakes, it is requested that before starting evaluation, you must read and understand the spot evaluation guidelines carefully.
2	“Evaluation policy is a confidential policy as it is related to the confidentiality of the examinations conducted, Evaluation done and several other aspects. Its leakage to public in any manner could lead to derailment of the examination system and affect the life and future of millions of candidates. Sharing this policy/document to anyone, publishing in any magazine and printing in Newspaper/Website, etc. may invite action under various rules of the Board and IPC.”
3	Evaluation is to be done as per instructions provided in the Marking Scheme. It should not be done according to one’s own interpretation or any other consideration. Marking Scheme should be strictly adhered to and religiously followed. However, while evaluating, answers which are based on latest information or knowledge and/or are innovative, they may be assessed for their correctness otherwise and due marks be awarded to them. In class-XII, while evaluating two competency-based questions, please try to understand given answer and even if reply is not from marking scheme but correct competency is enumerated by the candidate, due marks should be awarded.
4	The Marking Scheme carries only suggested value points for the answers. These are in the nature of Guidelines only and do not constitute the complete answer. The students can have their own expression and if the expression is correct, the due marks should be awarded accordingly.
5	The Head-Examiner must go through the first five answer books evaluated by each evaluator on the first day, to ensure that evaluation has been carried out as per the instructions given in the Marking Scheme. If there is any variation, the same should be zero after deliberation and discussion. The remaining answer books meant for evaluation shall be given only after ensuring that there is no significant variation in the marking of individual evaluators.
6	Evaluators will mark($\sqrt{\quad}$) wherever answer is correct. For wrong answer CROSS ‘X’ be marked. Evaluators will not put right (\checkmark) while evaluating which gives an impression that answer is correct and no marks are awarded. This is most common mistake which evaluators are committing.
7	If a question has parts, please award marks on the right-hand side for each part. Marks awarded for different parts of the question should then be totaled up and written in the left-hand margin and encircled. This may be followed strictly.
8	If a question does not have any parts, marks must be awarded in the left-hand margin and encircled. This may also be followed strictly.
9	If a student has attempted an extra question, answer of the question deserving more marks should be retained and the other answer scored out with a note “Extra Question” .

10	No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
11	A full scale of 60 marks as given in Question Paper has to be used. Please do not hesitate to award full marks if the answer deserves it.
12	Every examiner has to necessarily do evaluation work for full working hours i.e., 8 hours every day and evaluate 20 answer books per day in main subjects and 25 answer books per day in other subjects (Details are given in Spot Guidelines). This is in view of the reduced syllabus and number of questions in question paper.
13	Ensure that you do not make the following common types of errors committed by the Examiner in the past:- <ul style="list-style-type: none"> ● Leaving answer or part thereof unassessed in an answer book. ● Giving more marks for an answer than assigned to it. ● Wrong totaling of marks awarded on an answer. ● Wrong transfer of marks from the inside pages of the answer book to the title page. ● Wrong question wise totaling on the title page. ● Wrong totaling of marks of the two columns on the title page. ● Wrong grand total. ● Marks in words and figures not tallying/not same. ● Wrong transfer of marks from the answer book to online award list. ● Answers marked as correct, but marks not awarded. (Ensure that the right tick mark is correctly and clearly indicated. It should merely be a line. Same is with the X for incorrect answer.) ● Half or a part of answer marked correct and the rest as wrong, but no marks awarded.
14	While evaluating the answer books if the answer is found to be totally incorrect, it should be marked as cross (X) and awarded zero (0) Marks.
15	Any unassessed portion, non-carrying over of marks to the title page, or totaling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also of the Board. Hence, in order to uphold the prestige of all concerned, it is again reiterated that the instructions be followed meticulously and judiciously.
16	The Examiners should acquaint themselves with the guidelines given in the “ Guidelines for Spot Evaluation ” before starting the actual evaluation.
17	Every Examiner shall also ensure that all the answers are evaluated, marks carried over to the title page, correctly totaled and written in figures and words.
18	The candidates are entitled to obtain photocopy of the Answer Book on request on payment of the prescribed processing fee. All Examiners/Additional Head Examiners/Head Examiners are once again reminded that they must ensure that evaluation is carried out strictly as per value points for each answer as given in the Marking Scheme.

MARKING SCHEME MARKETING (812)

M.M. 60

SECTION A

OBJECTIVE-TYPE QUESTIONS

Q.No.	Question	Source Material (NCERT/ PSSCIVE/ CBSE study material)	Unit/ Chap. No.	Marks
Q. 1	Answer any 4 out of the given 6 questions on Employability Skills. (4×1=4)			
i.	(D) Range of cells	NCERT	Unit 3	1
ii.	(D) Ctrl + Shift + End (Full Marks to be given if question has been attempted)	NCERT	Unit 3	1
iii.	(A) Self-awareness	NCERT	Unit 2	1
iv.	(D) Working in MNC	NCERT	Unit 5	1
v.	(B) Yoga	NCERT	Unit 2	1
vi.	(D) An entrepreneur	NCERT	Unit 4	1
Q. 2	Answer any 5 out of the given 7 questions (5×1=5)			
i.	(C) Product differentiation	CBSE	Unit-1	1
ii.	(C) Selling price	CBSE	Unit-2	1
iii.	(A) Importance of Distribution (B) Channel of Distribution (Both (A) & (B) are Correct Options)	CBSE	Unit-3	1
iv.	Availability	CBSE	Unit-3	1
v.	(B) Service based on service delivery and processing focus	CBSE	Unit-5	1
vi.	(A) Middleman	CBSE	Unit-3	1
vii.	(B) Breadth (D) Consistency (Both (B) & (D) are Correct Options)	CBSE	Unit-1	1

A
N
Y
4

A
N
Y
5

A N Y 6	Q. 3	Answer any 6 out of the given 7 questions (6×1=6)			
	i.	(B) Trademark	CBSE	Unit-1	1
	ii.	(C) Retailer	CBSE	Unit-3	1
	iii.	(A) Personal selling	CBSE	Unit-4	1
	iv.	Premium/Prestige pricing	CBSE	Unit-2	1
	v.	(B) Family brand (Full Marks to be given if attempted)	CBSE	Unit-1	1
	vi.	(A) 10,800 units	CBSE	Unit-2	1
A N Y 5	vii.	(A) Distributors (C)Retailers. (Both (A) & (C) are Correct)	CBSE	Unit-3	1
	Q.4	Answer any 5 out of the given 6 questions (5×1=5)			
	i.	(C) Augmented product	CBSE	Unit-1	1
	ii.	(D) Skimming pricing	CBSE	Unit-2	1
	iii.	(A) Three-level channel	CBSE	Unit-3	1
	iv.	(D) Intangibility	CBSE	Unit-5	1
A N Y 5	v.	(C) Facilitating agency	CBSE	Unit-3	1
	vi.	(B) BTL	CBSE	Unit-4	1
	Q.5	Answer any 5 out of the given 6 questions (5×1=5)			
	i.	Product / Product Mix	CBSE	Unit-1	1
	ii.	(B) Going rate pricing	CBSE	Unit-2	1
	iii.	(A) Level of production	CBSE	Unit-3	1
A N Y 5	iv.	(A) Place	CBSE	Unit-4	1
	v.	(A) Agriculture	CBSE	Unit-5	1
	vi.	(C) Everyday low pricing	CBSE	Unit-2	1
	Q. 6	Answer any 5 out of the given 6 questions (5×1=5)			
	i.	(A) Convenience products	CBSE	Unit-1	1
	ii.	(B) Competitive pricing	CBSE	Unit-2	1
A N Y 5	iii.	(D) The process of persuading prospective buyers to buy a product	CBSE	Unit-4	1
	iv.	(A) Distributor	CBSE	Unit-3	1
	v.	Canon / Google + / Google Ad words/ SEO	CBSE	Unit-5	1
	vi.	The company and the various Stakeholders / Consumer / government / Media / suppliers. (or any other relevant answer)	CBSE	Unit-4	1

SECTION B : SUBJECTIVE-TYPE QUESTIONS

Answer any 3 out of the gives 5 questions on Employability Skills.
Answer each question in 20 – 30 words. (3×2=6)

Q.7	<p>Narcissistic personality disorder: People with narcissistic personality disorder believe that they are more important than others. They lack empathy for other people and tend to exaggerate their own achievements. 1 mark</p> <p>Avoidant personality disorder: People with this type of disorder are socially inept, unappealing or inferior, and constantly fear being embarrassed, criticised or rejected. They avoid meeting others and often experience feelings of inadequacy, inferiority or unattractiveness. 1 mark</p>	NCERT	Unit 2	2									
Q.8	<p>Here is a tabular differentiation between formal and informal communication:</p> <table border="1" data-bbox="270 735 977 1197"> <thead> <tr> <th data-bbox="270 735 425 820">Basis</th> <th data-bbox="425 735 701 820">Formal Communication</th> <th data-bbox="701 735 977 820">Informal Communication</th> </tr> </thead> <tbody> <tr> <td data-bbox="270 820 425 1009">Definition</td> <td data-bbox="425 820 701 1009">Communication that follows established protocols, hierarchy, and structure.</td> <td data-bbox="701 820 977 1009">Casual and spontaneous communication without strict rules or structure.</td> </tr> <tr> <td data-bbox="270 1009 425 1197">Channels</td> <td data-bbox="425 1009 701 1197">Uses official channels like emails, reports, memos, or meetings.</td> <td data-bbox="701 1009 977 1197">Utilizes casual channels such as chats, casual conversations, or social media.</td> </tr> </tbody> </table> <p align="center">(Full Marks to be given if attempted)</p>	Basis	Formal Communication	Informal Communication	Definition	Communication that follows established protocols, hierarchy, and structure.	Casual and spontaneous communication without strict rules or structure.	Channels	Uses official channels like emails, reports, memos, or meetings.	Utilizes casual channels such as chats, casual conversations, or social media.	NCERT	Unit 1	2
Basis	Formal Communication	Informal Communication											
Definition	Communication that follows established protocols, hierarchy, and structure.	Casual and spontaneous communication without strict rules or structure.											
Channels	Uses official channels like emails, reports, memos, or meetings.	Utilizes casual channels such as chats, casual conversations, or social media.											
Q.9	<p>Select that worksheet and then, on the home tab, in the cells group, click Insert and then click Insert Sheet (Full Marks to be given if attempted)</p>	NCERT	Unit- 3	2									
Q.10	<p>The two ways to fund a startup are:</p> <ul style="list-style-type: none"> (i) Angel Investor (ii) Venture Capital Firms (iii) Funding from Global Investors (iv) Loans and Grants (v) Boot strapping (vi) Crowdfunding <p align="center">(Any 2 headings, 1 mark each)</p>	NCERT	Unit 4	2									

Q.11	(i) Reducing the use of Fossil Fuels (ii) Finding less polluting energy sources such as CNG (iii) Drive Less and drive smart (iv) Using electric vehicles (v) Use less hot water. (Or any other relevant point, 1 mark each)	NCERT	Unit 5	2
Answer any 3 out of the given 5 questions in 20 – 30 words each ($3 \times 2 = 6$)				
Q.12	Online Marketing: It is using of Internet-based channels to spread a message about a company's brand, products, or services to its potential customers. (or any other meaningful explanation)	CBSE	Unit- 5	2
Q.13	Yes, we can buy a book without going to shop via Internet through online platforms like Amazon, Flipkart, E-bay and other E-Commerce websites and Online bookstores.	CBSE	Unit- 5	2
Q.14	Simultaneity 1 mark In most of the cases production and consumption goes in simultaneously. A consumer has always to be present in the service factory, either the service provider comes or he/she goes to service provider. This simultaneity develops much more close contact with the customer. In-service production and consumption can't be separated. 1 mark	CBSE	Unit- 5	2
Q.15	ROLE OF PROMOTION 1.Information 2.Persuasion 3.Remind 4.Relationship 5.Adds value 6.Assists other company efforts (any two points) (answer to be marked as a whole)	CBSE	Unit- 4	2
Q.16	Advertising: Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. (by American marketing association) 2 marks	CBSE	Unit- 4	2
Answer any 2 out of the given 3 questions in 30 – 50 words each ($2 \times 3 = 6$)				
Q.17	(1) Limited number of buyers in comparison to consumer goods.	CBSE	Unit- 1	3

	<p>(2) Length of Channel for distribution is short.</p> <p>(3) Demand for the product is concentrated in certain geographical locations and is derived from the demand of consumer goods.</p> <p>(4) Product purchase is based on fulfilment of technical considerations.</p> <p>(5) Reciprocal buying is involved i.e. a company may purchase the raw material from a company and may sell the finished product to the same company.</p> <p>(6) In certain cases the companies may lease out the products rather than purchasing them due to high cost.</p> <p style="text-align: right;">(Any 3 points, 1 mark each)</p>			
Q.18	<p>Government Regulations: If Government policies exert regulatory pressures, promote anti-price rise sentiment etc., then the companies cannot fix a higher price to capture the market. On the other hand, if government policies are supportive and promote business through healthy competition in the market, then firms can fix higher prices.</p> <p style="text-align: right;">(to be marked as a whole)</p>	CBSE	Unit-2	3
Q.19	<p>Agent. 1 mark</p> <p>An independent individual who takes possession of products but does not actually own them. Usually makes profits from commissions.</p> <p style="text-align: right;">1 mark each</p>	CBSE	Unit-3	3
Answer any 3 out of the given 5 questions in 50 – 80 words each (3×4 = 12)				
Q.20	<p>Maturity stage. $\frac{1}{2}$ mark, Explanation $\frac{1}{2}$ mark</p> <p>Characteristics :</p> <p>(1) Costs would be decreased as a result of increase in production volumes</p> <p>(2) The Sales volumes peak and market saturation is visible.</p> <p>(3) Competitors entering the market increase</p> <p>(4) There is drop in prices due to entry of competing products</p> <p>(5) Advertising spend incurred on brand differentiation</p>	CBSE	Unit-1	4

	<p>(6) Product feature diversification is emphasized to maintain or enhance market share.</p> <p>(7) The industrial profits decrease during this period. (Any three points, 1 mark each)</p>			
Q.21	<p>Discriminatory pricing 1 mark</p> <p>Forms in which this pricing strategy can be applied:</p> <p>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>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.20 and Rs 50 respectively, though the difference in their cost is of Rs 10 only.</p> <p>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 i.e. different for ground floor and balcony seats.</p> <p>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>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 Rs 1000 in a fancy bottle with a different name and image.</p> <p>(½ mark for heading and ½ mark for explanation) (Any 3 points with explanation)</p>	CBSE	Unit-2	4
Q.22	<p>Wholesaler 1 mark</p> <p>(i)Buying and Selling: The wholesaler make an estimate of demand for the goods, and then purchase and assemble different varieties of goods from different manufacturers spread throughout the country. They also undertake import of goods from different countries.</p> <p>(ii)Storage: Wholesaler keep the goods assembled by them in their warehouse to supply them to retailers</p>	CBSE	Unit-3	4

	<p>whenever required. They help the manufacturers and retailers by making storage arrangement.</p> <p>(iii)Transportation: 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.</p> <p>(iv)Grading and Packing: Wholesalers grade the goods according to certain standards which they have purchased from different manufacturers. Some manufacturers also give brand names to graded products to convince the consumers or industrial users about the quality of the products they deal in. They also undertake the packaging of goods in convenient lots.</p> <p>(v)Financing: Wholesalers provide financial accommodation to both the manufactures and the retailers. They generally purchase goods on cash basis from the manufactures and sometimes also give advance to the manufactures. Thus, the manufactures need not wait till product are sold. The wholesalers help the retailers by selling the goods on credit.</p> <p>(vi)Risk-taking: Wholesalers assumes a large number of risks in the process of distribution of goods. These risks may occur on account of charges in prices and demands, spoilage of goods, and bad debts. Thus, they undertake many marketing risks which would have been undertaken by the manufacturers and retailers.</p> <p>(vii)Promotion: The wholesalers' job does not end with the selling of goods to the retailers. They also assist in the dispersal of goods by the retailers situated in various markets. They perform advertising and other sales promotion activities in order to promote the sale of their product.</p> <p>(½ mark for heading and ½ mark for explanation) (Any 3 points with explanation)</p>			
Q.23	<p>Word of mouth communication 1 mark</p> <p>“Word of mouth communication has always been popular in penetrating markets. Opinion leaders or influencers are now becoming important element in marketing strategies of new product developers as well as existing products. Presently, there is a whole lot of communication between a potential customer and the other existing customers. Today, the truth about the product is discussed by people who have experienced it themselves.</p> <p style="text-align: right;">3 marks</p>	CBSE	Unit-4	4

Q.24	<p>Advantages of social media marketing are:</p> <p>1. Brand Awareness: There are a number of ways brands can use online marketing to benefit their marketing efforts. The use of online marketing in the digital era not only allows brands to market their products and services and creates brand awareness. It also allows for online customer support through 24/7 services to make customer feel supported and valued.</p> <p>2. Feedback: The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them and has become an increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs and websites feedback on their experience with a product or brand.</p> <p>3. Competitive advantage: By using Internet platforms, businesses can create competitive advantage through various means. To reach the maximum potential of online marketing, firms use social media as its main tool to create a channel of information. Through this a business can create a system in which they are able to pinpoint behavioural patterns of clients and feedback on their needs.</p> <p>4. Impact: Word of mouth communications and peer-to-peer dialogue often have a greater effect on customers, since they are not sent directly from the company and are therefore not planned. Customers are more likely to trust other customers' experiences. It is increasingly advantageous for companies to utilise social media platforms to connect with their customers and create these dialogues and discussions.</p> <p>(½ mark for heading and ½ mark for explanation)</p>	CBSE	Unit-5	4
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