

Marking Scheme
Strictly Confidential
(For Internal and Restricted use only)
Senior Secondary School Examination, 2026 (XIIth)
SUBJECT NAME: - Marketing (Q.P. CODE 812/336)

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 (✓) wherever answer is correct. For wrong answer CROSS 'X' be marked. Evaluators will not put right (✓) 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 totalled 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 marks _____ (example 0 to 80/70/60/50/40/30 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 :- • Leaving answer or part thereof unassessed in an answer book. • Giving more marks for an answer than assigned to it. • Wrong totalling or marks awarded on an answer. • Wrong transfer of marks from the inside pages of the answer book to the title page. • Wrong question wise totalling on the title page. • Wrong totalling 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 totalling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also as the Board. Hence, in order to upload 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 totalled 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 (Subject Code - 812)
(PAPER CODE : 336) (P3360812)

Q.No.	EXPECTED OUTCOMES/VALUE POINTS	Marks
	SECTION – A	
	Answer any 4 out of the given 6 questions on Employability Skills	4x1=4
1.	(i) (b) A group of words that communicates a complete thought or meaning. (ii) Stress is a state of feeling upset, annoyed and hopeless. (iii) (a) Suspicious (iv) (b) Information and Communication Technology (v) (d) Work area (vi) ‘Startup India’	1 (U-1)pg-9 1 (U-2)pg-26 1 (U-2)pg-34 1 (U-3)pg-39 1 (U-4)pg-42 1 (U-5) PG-89
	Answer any 5 out of the given 7 questions	5x1=5
2.	(i) (b) Modification to make a product more attractive and distinguishing it from competitors. (ii) (b) Decision making and satisfaction of needs (iii) Producers, Distributors, Wholesalers and Retailors (iv) (c) In-store displays and trade shows (v) (c) Ownership transfers (vi) (b) Conduct transactions electronically (vii) Elasticity of demand of the product	1 1 1 1 1 1 1
	Answer any 6 out of the given 7 questions	6x1=6
3.	(i) (c) Augmented Product (ii) (a) Total fixed cost÷(Selling price-variable cost per unit) (iii) Dealing in few products (iv) (b) Long terms brand building and awareness (v) (b) Buy-one-Get-one free offer (vi) (b) Building customer relationship and engagement (vii) Any one of the following : Protection, Performance, Packaging, for convenience, Cost effectiveness.	1 1 1 1 1 1 1
	Answer any 5 out of the given 6 questions	5x1=5
4.	(i) (b) Unique characteristics requiring special purchasing efforts. (ii) (c) Maturity (iii) (b) Offering products at different price levels. (iv) (c) Market demand and competition. (v) (c) Post purchase service, financing & Marketing information. (vi) When the company markets its product through its sales force.	1 1 1 1 1 1
	Answer any 5 out of the given 6 questions	5x1=5
5.	(i) (b) Creating Consumer demand through advertising. (ii) (b) High value, technical or complex products. (iii) (b) Produced and consumed simultaneously. (iv) LinkedIn. (v) (b) Non-personal and business purposes.	1 1 1 1 1

	(vi) (a) The same product is sold at different prices to different customers.	1
	Answer any 5 out of the given 6 questions	5x1=5
6.	(i) (c) Competition oriented pricing. (ii) (b) Temporarily cutting prices of select items to attract customers. (iii) (c) Colour product packaging. (iv) (b) Assembling, storage, grading and transportation. (v) Introduction stage (vi) (c) Targeted reach and measurable impact.	1 1 1 1 1 1
	SECTION-B (SUBJECTIVE TYPE QUESTIONS)	
	Answer any 3 out of the given 5 questions on Employability Skills. Answer each question in 20-30 words	3x2=6
7.	Communication is a two-way process through which information or message is exchanged between individuals using language, symbols, signs or behaviour. Speaking, listening, reading and writing are the parts of communication.	2 (U-1) pg-1
8.	1. Openness - Individuals are creative, curious, active, flexible and adventurous 2. Consciousness - Self disciplined, work on time, take care of others 3. Extraversion - love to interact with people 4. Agreeableness - Kind, Sympathetic, Cooperative, Considerate and Warm. 5. Neuroticism - Tendency towards anxiety, self doubt, depression, shyness. (any four)	0.5x4 (U-2) pg-33
9.	1. Sorting Data in IT refers to the process of arranging data elements in a specific order such as ascending or descending based on pre-defined criterion. 2. It helps in data organization, making it easier to search, analyze and process information efficiently.	1x2 (U-3) pg-58
10.	Environmental barriers : 1. Lack of adequate resources or raw material. 2. Non-availability of skilled labour. 3. Lack of requisite machinery and infrastructure. 4. Unavailability of monetary resources on time.	2 (U-4)
11.	According to UNEP -United Nations Environment Program, green jobs or green collar jobs are works in agricultural, administrative, research and development, manufacturing and service activities that contribute substantially to preserving or restoring environment quality.	2 (U-5) pg-112
	Answer any 3 out of the given 5 questions in 20-30 words each	3x2=6
12.	Product diversification means expanding product range in depth or width by adding new products to existing line. Ex : Godrej expanding from locks and safes to cosmetics and soaps (any one) one mark for meaning, one mark for example.	1+1=2 U-1
13.	Value based pricing sets prices based on customer's perceived value rather than cost. price determined by customer's willingness to pay considering benefits received. Ex : Premium pricing at Fab India & Forest Essentials.	2 U-2

14.	Personal selling involves direct face to face interaction with the customer for sales is paid communication. publicity is unpaid, non-personal communication about the firm through media coverage, building public image without direct selling.	(1+1)=2 U-4
15.	2 Advantages : (i) Wide Reach (ii) Audio-visual impact (any other relevant point)	1+1=2 U-4
16.	4 Criteria's : (1) Reliability (2) Responsiveness (3) Competence (4) Courtesy (5) Credibility (6) Tangibles (any four)	0.5 marks each U-5
	Answer any 2 out of the given 3 questions in 30-50 words each	2x3=6
17.	1) Labelling provides essential information helping customers make informed decisions and differentiates the products. 2) It displays nutritional values, manufacturing/expiry dates, ingredients, usage instructions and safety warnings. (any two) meaning one mark, example 1+1=2 marks.	3 U-1
18.	Three differences : (1) Quantity - Wholesaler deal in large quantities, retailers in small quantities. (2) Customer - Wholesalers sells to retailers/individual users, retailers sell to final consumers. (3) Location - Wholesaler's location less important, retailer's location near residential areas casual for customer access and convenience.	1+1+1=3 U-3
19.	Promotion mix is the combination of various promotional tools used to communicate with target audience. Elements include : (1) Advertising (2) Sales Promotion (3) Personal Selling (4) Public Relations (5) Direct Marketing	½ ½ ½ ½ ½ U-4
	Answer any 3 out of the given 5 questions in 50-80 words each	3x4=12
20.	4 factors influencing product mix : (1) Market Demand	4 U-1

	(2) Cost of Production (3) Competitor's Action (4) Company's Goodwill (one mark for each factor with brief explanation)	
21.	Importance of pricing from firm's : Point of view (Brief explanations) (1) Revenue Generation (2) Competitive Portion (3) Product Portioning (4) Market Mix Coordination (one mark each)	4 U-2
22.	4 factors affecting channel selection : (1) Product nature (2) Market factors (3) Company characteristics (4) Competition (one mark for each factor with brief explanation)	4 U-3
23.	Role of Advertising : Creates awareness, builds brand image, informs about features, persuades customers and reminds about product for sustained demand. Advantages : (1) Wide range reach (2) Brand building (3) Cost effective Limitation : High absolute cost of advertising campaigns, especially television and national prime media advertisements.	2 ½ ½ ½ ½ U-4
24.	Characteristics of Services : (Brief explanation) (1) Intangibility (2) Inseparability/Simultaneity (3) Heterogeneity (4) Perishability (5) Non-ownership (any four)	4 (1x4) U-5
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