INDIAN SCHOOL MUSCAT
DEPARTMENT OF COMMERCE AND HUMANITIES
SYLABUS AND BLUE OF QUESTION PAPER
CLASS – XI (2019-2020)
FINAL ASSESSMENT
MARKETING (Code No. 812)
CLASS XI (2019-20)

Theory Paper: 60 Marks   Time Allowed: 3 Hours
Project/Practical Work: 40 Marks

Units	TOPIC/CHAPTER	Marks Distribution	Marks
Part A: Employability Skills			
Unit – 1	Communication Skills – III	1+1	
Unit – 2	Self-management Skills - III	1	
Unit – 3	Information and Communication Technology Skills – III	1+2	10
Unit – 4	Entrepreneurial Skills - III	2	
Unit – 5	Green Skills – III	2	
	Total	**07 questions**	**10**
Part B: Vocational Skills			
Unit – 1	Introduction to Marketing	1+1+2+3+3	10
Unit – 2	Marketing Environment	1+1+1+2+2+3	10
Unit – 3	Marketing Segmentation, Targeting & Positioning	2+3+5	10
Unit – 4	Fundamentals of Marketing Mix	1+1+1+2+5	10
Unit – 5	Consumer Behavior	1+1+3+5	10
	Total	**23 questions**	**50**
Part C: Practical			
1	Project	10	
2	Viva	10	
3	Practical File	10	
4	Demonstration of Skill Competency	10	
	Total		**40**
	Grand Total (Part A + Part B + Practical)		**100**

No. of questions	Marks	Total
10	01	10
05	02	10
05	03	15
03	05	15
23 questions		**Total Marks 50**

Part A: Employability Skills (10 Marks):
  (a) There are 6 questions of 1 mark each. **Answer any 4 questions** (1 x 4 = 4 Marks).
  (b) There are 5 questions of 2 marks each. **Answer any 3 questions**. (2 x 3 = 6 Marks).
Part B: Subject Skills (50 Marks):
  (a) There are 12 questions of 1 mark each. **Answer any 10 questions** (1 x 10 = 10 Marks).
  (b) There are 7 questions of 2 marks each. **Answer any 5 questions** (2 x 5 = 10 Marks).
  (c) There are 7 questions of 3 marks each. **Answer any 5 questions** (3 x 5 = 15 Marks).
  (d) There are 5 questions of 5 marks each. **Answer any 3 questions** (5 x 3 = 15 Marks).

CBSE – DEPARTMENT OF SKILL EDUCATION

MARKETING (SUBJECT CODE 812)

CLASS XII – SESSION 2019-2020

TIME: 3 HOURS   Max. Marks: 60

PLEASE NOTE THAT:

1. This Question Paper contains 42 (11+31) questions. A candidate needs to answer 30 (7+23) questions.

2. The Question paper is divided into two parts viz. Part A: Employability Skills of 10 marks and Part B: Subject Skills of 50 marks.

3. Part A: Employability Skills (10 Marks):

    a. There are 6 questions of 1 mark each. Answer any 4 questions (1 x 4 = 4 Marks).

    b. There are 5 questions of 2 marks each. Answer any 3 questions. (2 x 3 = 6 Marks).

4. Part B: Subject Skills (50 Marks):

    a. There are 12 questions of 1 mark each. Answer any 10 questions (1 x 10 = 10 Marks).

    b. There are 7 questions of 2 marks each. Answer any 5 questions (2 x 5 = 10 Marks).

    c. There are 7 questions of 3 marks each. Answer any 5 questions (3 x 5 = 15 Marks).

    d. There are 5 questions of 5 marks each. Answer any 3 questions (5 x 3 = 15 Marks).

5. This Question paper also has question(s) of 5 marks weightage conforming to Higher Order Thinking Skills (HOTS) as per Blooms revised taxonomy of cognitive learning.

BLUEPRINT OF SAMPLE QUESTION PAPER

PART A: EMPLOYABILITY SKILLS (10 MARKS)

UNIT NO.	NAME OF THE UNIT	MCQ / FILL IN THE BLANKS/DIRECT QUESTIONS 1 MARK EACH	VERY SHORT ANSWER QUESTION 2 MARKS EACH	TOTAL QUESTIONS
I	COMMUNICATION SKILLS	1	1	2
II	SELF-MANAGEMENT SKILLS	2	1	3
III	INFORMATION AND COMMUNICATION TECHNOLOGY SKILLS	1	1	2
IV	ENTREPRENEURIAL SKILLS	1	1	2
V	GREEN SKILLS	1	1	2

TOTAL QUESTIONS	6	5	11
NO. OF QUESTIONS TO BE ANSWERED	Any 4	Any 3	7
TOTAL MARKS	1 x 4 = 4	2 x 3 = 6	10 MARKS

PART B: SUBJECT SKILL (50 MARKS)

UNIT NO.	NAME OF THE UNIT	MCQ /FILL IN THE BLANKS/DIRECT QUESTIONS 1 MARK EACH	VERY SHORT ANSWER QUESTION 2 MARKS EACH	SHORT ANSWER QUESTIONS 3 MARKS EACH	LONG/ ESSAY TYPE QUESTION 5 MARKS EACH	TOTAL QUESTIONS
L-1	PRODUCT	3	2	2	1	8
L-2	PRICE	3	2	2	1	8
L-3	PLACE	3	2	2	1	8
L-4	PROMOTION	3	1	1	1	6
L-5	EMERGING TRENDS	-	-	-	1	1
	TOTAL QUESTIONS	12	7	7	5	31
	NO. OF QUESTIONS TO BE ANSWERED	Any 10	Any 5	Any 5	Any 3	23
	TOTAL MARKS	1 x 10 = 10	2 x 5 = 10	3 x 5 = 15	5 x 3 = 15	50 MARKS