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SET

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**INDIAN SCHOOL MUSCAT
SECOND PRE - BOARD EXAMINATION
MARKETING (812)**

CLASS: XII

TERM 2

Max. Marks: 30

MARKING SCHEME			
SET	QN.NO	VALUE POINTS	Marks SPLIT UP
	1.	Green buildings use ecofriendly materials, benefit environment by conserving energy.	1
	2.	Name any two entrepreneurial competencies. Self-confidence/opportunistic/ initiator/ goal setter/ risk taking	1/2+1/2=1
	3.	Energy auditor, Chief sustainable officer, Wind/solar energy engineer	1
	4.	Ability to work with others	1
	5.	What is NAPCC? What is the mission of NAPCC? The National Action Plan on Climate Change deals with adverse impacts of climate change on environment, forests, habitat, water resources and agriculture.	1+1=2
	6.	Yes, An entrepreneur may make mistakes. However, once an error is committed, it must be tried that it is not repeated as it may lead to heavy losses. Therefore, the person must have the ability to learn from experience.	2
	7.	Stanton indicates transfer of title of goods from producer to customers as another angle of place.	1
	8.	a) Facilitating agencies, b) intermediaries	1
	9.	Zero level channel/ direct channel	1
	10	American Marketing Association has given the following concept of advertising -“any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.”	1
	11	Sales Promotion	1
	12	Newspaper Advertising	1
	13	Perishability	1
	14	Processing focus may be body, mind, tangible assets, intangible assets; and delivery system may be one-to-one sequential, one-to –one, and one-to-	1+1=2

		many. To illustrate if the focus is on mind the delivery system would be Counselling (one-to-one sequential), video games in arcade (one-to-one) and classroom lecture (one-to-many).	
	15	Public Relations 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. Creating a good public image among all the stakeholders. Public relations concerns with creating mutual understanding between the marketer and its target groups	1+1=2
	16	a) Sweepstakes/Games or Prize Promotions b) Off-the Shelf Offers	1+1=2
	17	Availability of product depends upon efficiently managed place. Place is the process of moving products from the producer to the intended user. Place in marketing mix refers to the channel, or the route, through which goods move from the source or factory to the final user.	2
	18	Factors Pertaining to the Product Factors Pertaining to the consumers Factors Pertaining to the middlemen Factors Pertaining to the Producer Other factors	(any two) 1+1=2
	19	1) Transactional Functions 2) Logistical Functions 3) Facilitating Functions (explain each points with relevant examples)	1+1+1=3
	20	Push and Pull Strategies Define Meaning Examples	1+1+1=3
	21	1. Increased trial. 2. Increasing Loyalty 3. Widening Usage 4. Creating Interest 5. Creating awareness 6. Deflecting Attention from Price 7. Gaining Intermediary Support 8. Discriminating among users 9. Restoring Brand Perceptions	Any 3 1+1+1=3
	22	<ul style="list-style-type: none"> No, I don't agree Online marketing is the promotion of products or brands via one or more forms of electronic media. Online marketing is using of internet based channels to spread a message about a company's brand, products, or services to its potential customers. E-mail, social media, display advertising, search engine optimization etc are latest techniques adopted for online marketing. While digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and 	Any 3 difference. 1+1+1=3

		any other digital medium	
	23	<p>a) The element of marketing mix which is highlighted in the above case is 'Place'. Intermediaries are the main focus of the above case and intermediaries come under 'Place'.</p> <p>b) Functions of Wholesalers and Functions Of retailers any 4 each.</p>	1+1+1+1=4
	24	<p>Personal selling</p> <p>Personal selling refers to the oral presentation of message in the form of conversation with one or more prospective customers for the purpose of making sales. Companies appoint sales persons to contact prospective buyers and create awareness about the product and develop product preferences with the aim of making sale.</p> <p>Importance of personal selling to a business Personal selling is an effective tool of promotion mix. Its importance to business is judged by the following factors:</p> <p>(i) Flexible tool It is personal in nature and offers the sales person an advantage of adjusting as per the needs of the customer.</p> <p>(ii) Link with customers There is a direct contact between the salesman and the prospects, which reduces chances of diffusion and distortion in the desired message.</p> <p>(iii) Feedback It enables the businesses to obtain the feedback from the customers and accordingly prepare the strategies for the future.</p> <p>(iv) Role in introduction stage It is an effective tool to launch products in the introductory stage of a product life cycle.</p>	1+1+1+1=4
	25	<p>a) Social media marketing is the use of social media platforms and websites to promote a product or service</p> <p>b) Most of these social media platforms have their own built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns.</p> <p>c) One of the main purposes of employing social media in marketing as a communication tool is that it makes the companies accessible to those interested in their product and makes them visible to those who have no knowledge of their products.</p> <p>d) These companies use social media to learn from and target customers. It's the only form of marketing that can help consumers at each and every stage of the consumer decision journey.</p> <p>e) Companies address a range stakeholder through social media marketing including current and potential customers, current and potential employees, journalists, bloggers, and the general public</p>	Any relevant points