



INDIAN SCHOOL MUSCAT
SECOND PERIODIC TEST
MARKETING (812)

CLASS: XII

Max. Marks: 20

Time Allowed: 50 Mins.

MARKING SCHEME			
SET	Q.NO	VALUE POINTS	MARKS SPLIT UP
C	1.	b) Introduction – Growth – Maturity– Saturation – Decline	1
C	2.	c) Maturity	1
C	3.	d) Introduction stage	1
C	4.	a) Packaging	1
C	5.	<ul style="list-style-type: none"> The common information that packaging provides include general features of the product, ingredients, net weight of the contents, name and address of the manufacturers, maximum retail price (MRP). Packaging of medicine and some food products is required to provide information on methods of <u>preparations, recipes and serving ideas, nutritional benefits, and date of manufacturing, date of expiry, warning messages and cautionary information.</u> Sometimes, the colour of the packaging itself provides some information. For example, orange colour of the bottle of Mirinda or Fanta conveys the information that these brands are of orange coloured soft drinks. <p style="text-align: right;">(any two points)</p>	1+1=2
C	6.	<ul style="list-style-type: none"> Provides description of the product and specifies its content Identifies the product or brand Aids in product grading Facilitates in the promotion of products Helps in providing information required as per the law <p style="text-align: right;">(any two points)</p>	1+1=2
C	7.	<p>Descriptive labels: They are descriptive in nature; state product features and explains the various uses of the products.</p> <p>Informative labels: The main object of these labels is to provide maximum possible information.</p>	1+1=2
C	8.	<ul style="list-style-type: none"> It provides information about the product It helps in identifying brand name It assists in protecting the product 	1+1+1=3

		<ul style="list-style-type: none"> ▪ It helps in product handling ▪ It aids in promoting the product ▪ It helps in offering customer convenience and satisfaction ▪ It helps increase in the sales of the product. ▪ It adds to the use of a product. ▪ It contributes to the safety of a product.(any three points with relevant examples) 	
C	9.	<p>The other three main elements of the marketing mix are Product, Place and Promotion.</p> <ol style="list-style-type: none"> i. A firm incurs a certain cost to produce a Product or service. ii. The Place element is concerned with the sale and distribution of the product through various channels, therefore a firm incurs some expense there, like in choosing the sales-methods, payment to salesmen, expense incurred on transporting products to place of selling, etc. iii. The Promotion element, concerned with the advertising and promotion of the firm's product leads to expenditure on different promotion and advertising media like TV& Radio advertising, sample-promotion, etc. All of these are the variable costs for an organization, therefore influence the process of setting the right price for the product. 	1+1+1=3
C	10.	<p>A. Internal factors</p> <ol style="list-style-type: none"> 1. Objectives of the firm 2. Role of Top Management 3. Cost of the Product 4. Product Differentiation 5. Marketing Mix 6. Size of the organization 7. Location of the organization 8. Nature of Goods <p>B. External factors</p> <ol style="list-style-type: none"> 1. Demand 2. Buyers' 3. Competition 4. Raw Material or Input suppliers 5. Prevalent Economic Conditions 6. Government Regulations <p>(any two points from each topics)</p>	1+1+1+1=4