



INDIAN SCHOOL MUSCAT
HALF YEARLY EXAMINATION
MARKETING (812)

CLASS: XII

SET - B

Max. Marks: 60

MARKING SCHEME

SET	QN.NO	VALUE POINTS	MARKS SPLIT UP
B	1	a) Intrinsic motivation	1
B	2	d) Obsessive-Compulsive Personality Disorder	1
B	3	1. gaining a greater awareness of one's emotions 2. making a habit of tracking one's feelings 3. Expanding one's practice to areas of life beyond the person's feelings. (any two points- ½ marks each)	½ + ½ =1
B	4	d) Self-control	1
B	5	c) Expansive thoughts	1
B	6	Personality traits are defined as relatively lasting patterns of thoughts, feelings and behaviours that distinguish individuals from one another.	1
B	7	A positive attitude makes a person happier, and helps build and maintain relationships. It even increases one's chances of success. In addition, it can help the person make better decisions. People, who maintain a positive or optimistic attitude in life situations and challenges, are able to move forward than those with a negative attitude. Positive attitude helps improve mental and physical health. (any relevant points)	1+1=2
B	8	Emotional and impulsive This personality disorder is characterised by unstable moods and behaviours, which lead to unhealthy and unstable relationships, emotional instability and feeling of worthlessness	1+1=2

B	9	S- Specific M- Measurable A- Action oriented R- Reliable T- Timely	Any 4 points $\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
B	10	Stress is a state of feeling upset, annoyed and hopeless. Any relevant suggestions	1+1=2
B	11	Intrinsic motivation- It includes activities for which there is no apparent reward but one derives enjoyment and satisfaction in doing them. It occurs when people are internally motivated to do something because it brings them pleasure. Extrinsic motivation - It arises because of incentives or external rewards. Lack of motivation or incentives may lead to frustration	1+1=2
B	12	Place utility	1
B	13	a) Distributors	1
B	14	d) Direct channel	1
B	15	d) Sorting	1
B	16	a) Retailers	1
B	17	To determine firm's Competitive Position and Market share	1
B	18	b) 10,000	1
B	19	c) Product that is having high price elasticity of demand	1
B	20	c) An agent	1
B	21	c) Has life cycle from conception to decline	1
B	22	b) Silent salesperson	1
B	23	a) Specialty	1
B	24	<ul style="list-style-type: none"> 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 	1+1=2

		which goods move from the source or factory to the final user.	
B	25	i. Company can use a very good lengthy distribution channel ii. Three – level – channel Define the concept	1+1=2
B	26	(1) Manufacturers, (2) Intermediaries, (3) Facilitating agencies, and (4) Consumers	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
B	27	<ul style="list-style-type: none"> Price is the amount of money that customers pay to the sellers to gain benefits of having or using a goods or service. Pricing is the process whereby a business sets at which it intends to sell its products and services. 	1+1=2
B	28	<ul style="list-style-type: none"> Penetration pricing policy <ol style="list-style-type: none"> Where there is high price elasticity of demand Where large economies are possible Where is a strong threat of competition Where there is utilized capacity Where market segments are not there When substitute product is available in the market 	$1 + \frac{1}{2} + \frac{1}{2} = 2$
B	29	I. Industrial goods II. Reciprocal buying - a company may purchase the raw material from a company and may sell the finished product to the same company.	1+1=2
B	30	<ul style="list-style-type: none"> Place (or distribution): The activities that make the product available to consumers. Place: channels, coverage, assortments, locations, inventory, transportation, logistics 	1+1=2
B	31	Channels of distribution help in smooth flow of goods by creating possession, place and time utilities. 1) Transactional Functions 2) Logistical Functions 3) Facilitating Functions	1+1+1=3
B	32	Convenience products are <u>low cost, routine, low involvement, wide target market, and easily available.</u> (any of these three points should be there)	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 3$

		Shopping products are <u>more expensive</u> , require research, brand comparison, <u>have a smaller target market</u> , and <u>more limited distribution</u> . (any of these three points should be there)	=3
B	33	1) Product is the focal point and all the marketing activities revolve around it. 2) It is the starting point of planning. 3) Product is an end. (EXPLAIN)	1+1+1=3
B	34	<ul style="list-style-type: none"> Distributors are similar to wholesalers, but with one key difference. Wholesalers will carry a variety of competing products, for instance Pepsi and Coke products, whereas distributors only carry complementary product lines, either Pepsi or Coke products. Distributors usually maintain close relationships with their suppliers and customers. Wholesalers deals with retailers Agents: The agent as a marketing intermediary is an independent individual or company whose main function is to act as the primary selling arm of the producer and represent the producer to users. Agents take possession of products but do not actually own them. Agents usually make profits from commissions or fees paid for the services they provide to the producer and users. 	1+1+1=3
B	35	<ul style="list-style-type: none"> A middleman plays the role of an intermediary in a distribution or transaction chain that facilitates interaction between the involved parties. Middlemen specialize in performing crucial activities involved in the purchase and sale of goods in their flow from producers to the ultimate buyers. Eliminating this buffer will force companies to identify their customer's preferences and dislikes and recognize changes in trends. 	1+1+1=3
B	36	1. Demand 2. Buyers' behavior 3. Competition 4. Raw Material or Input suppliers 5. Prevalent Economic Conditions 6. Government Regulations	1+1+1=3

B	37	1. Profitability objectives 2. Market-Related Objectives 3. Public Relations' Objectives	1+1+1=3
B	38	a) zero level channel 1) a.k.a direct channel 2) no middlemen (1+1) 3) co. sells directly to customers through its own retail outlets b) only financially sound companies can adopt this channel of distribution(1) c) Advantages 1) complete control over the product 2) trade secrets can be easily protected(1+1)	2+1+2=5
B	39	Four stages are: 1) Introduction stage a) launch of a new product b) risky venture c) high operational and promotional cost d) negative profits 2) Growth strategy a) entry of new and old customers b) reduced costs c) increase in profits and competition 3) Maturity stage a) the sales volume peak b) drop in prices due to entry of competing products c) advertising expenditure incurred in brand differentiation 4) Decline stage a) low cost per customer b) declining profits and competitors c) declining sales plus, any other relevant example for each stage 1 mark for each stage 1 mark for example	4+1=5

B	40	<p>Discriminatory Pricing (1 mark)</p> <ul style="list-style-type: none"> i. Discrimination on the basis of customer segment ii. Discrimination on the basis of product form iii. Locational discrimination iv. Time discrimination v. Image discrimination (any four. 1 mark each) 	1+1+1+1+1=5
B	41	<ul style="list-style-type: none"> i. Competition-oriented pricing or market driven pricing- ii. Competitive pricing is setting the price of a product or service based on what other firms are charging. iii. This type of pricing generally takes place in perfect competitive market situation. iv. Here product is homogeneous and buyers and sellers are well informed about market price and market conditions. v. The seller has no control on price and has to accept this customary or market driven price. He cannot increase price rather has to adjust his cost to this customary price by reducing the quantity of the product. 	1+1+1+1+1=5
B	42	<ul style="list-style-type: none"> i. Product diversification (1 mark) ii. Product modification may be defined as a deliberate alteration in the physical attributes of a product or its packaging. It is the process by which the existing products are modified to suit the changing demand on account of changes. E.g.: Television manufacturers are bringing out certain modifications in order to suit the changing demand. (1+1=2) iii. It refers to the manner in which a product is offered to a particular customer of a particular segment for the aim to meet the customer's needs. E.g.: Wagon R is positioned as a compact car for the smart urban. (1+1=2) 	1+2+2=5