

<b>SET</b>	<b>A</b>
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**INDIAN SCHOOL MUSCAT  
FIRST PRE BOARD EXAMINATION 2023  
MARKETING (812)**

CLASS: XII

Max.Marks: 60

MARKING SCHEME			
SET	QN.NO	VALUE POINTS	MARKS SPLIT UP
A	Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
A	i.	----- is a two-way process through which information or message is exchanged.  a) Communication	1
A	ii.	b)Sort the data.	1
A	iii.	b) / c)	1
A	iv.	Schizoid personality disorder	1
A	v.	d)Grid	1
A	vi.	First generation	1
A	Q.2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
A	i.	d)Product	1
A	ii.	c)Perishability	1
A	iii.	b)Public Relations	1
A	iv.	Pricing	1
A	v.	d)Wholesalers	1
A	vi.	a) Tangibles	1

A	vii.	c)Location of the organization	1
A	Q.3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
A	i.	a) Product	1
A	Ii	d)Higher	1
	Iii	Penetration pricing policy	1
	iv	Wholesalers are independent entities who actually purchase goods from a producer in bulk and store them in warehouses then goods are resold in smaller amounts at a profit.	1
	V	Two level	1
	Vi	b)Price	1
	Vii	c)Emergency product	1
	Q.4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
	i.	d)Price Stabilization	1
	ii.	a) Sweepstakes	1
	iii.	c)Customer relationship management	1
	iv.	b)Extra features and benefits that enhance the core product's functionality	1
	v.	Direct channel. / zero level	1
	vi.	b)Personal selling	1
	Q.5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
	i.	b)Social media marketing	1
	ii.	a) Dialogue marketing	1
	iii.	Product elimination	1
	iv.	d)Price elasticity of demand	1
	v.	Facilitating	1

	vi.	b)Sales promotion	1
	Q.6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
	i.	c)Durability	1
	ii.	Define advertising as per American Marketing Association.  “any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.”	1
	iii.	a) Going rate pricing	1
	iv.	a) Transactional function	1
	v.	b)Promotion	1
	vi.	c)Intermediaries	1
		<b><u>SECTION B: SUBJECTIVE TYPE QUESTIONS</u></b>  Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks) Answer each question in 20 – 30 words.	
	Q.7	‘MINTS’ is a set of simple rules that help you to capitalise words correctly. What is MINS stands for?  M- Months  I – I  N – Names  S- Starting letter of sentence	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
	Q.8	i. Reading mythology will make you more aware. – Declarative ii. Get out of the bed immediately! – Imperative iii. Where is my I-card? – Interrogative iv. My arms ache from planting those saplings! - Exclamatory	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
	Q. 9	1. Click on Slide. 2. Select New Slide from the drop-down. 3. You can also press Ctrl+M on the keyboard. 4. This will add a blank New Slide to the presentation. 5. The layout or arrangement of textboxes, etc., will be similar to the previous one.	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
	Q.10	Entrepreneurship is considered to be both an art and a science. For a subject to be considered as science, it needs to have a stepwise progression substantiated by valid proof like chemistry or physics. There are steps that need to be followed to attain a specific result. On the other hand, some subjects are categorised as art, where no specific way to attain a result is required and the skill of using the subject matter is of prime importance. An example of art is music. A musician can play music notes in any combination to create soothing and soulful music. Entrepreneurship is the perfect combination of art and science as it requires specific	1+1=2

		progression and procedures to be followed and also the skill to digress when required, and yet make the entire activity profitable and growth oriented. An entrepreneur is someone, who has the capability to start an organisation by organising various resources required to make an opportunity purposeful. Entrepreneurs are not necessarily motivated by profit but may regard it as a standard for measuring achievement or success. (any two relevant points)	
	Q.11	Use of energy-efficient vehicles and alternate fuels like Compressed Natural Gas (CNG) can help minimise greenhouse gas emissions.	1+1=2
		Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	
	Q.12	<p>"How does a marketer's proficiency in pricing strategies and tactics contribute to the overall success of the firm's marketing mix? Provide any two importance of the pricing element for firm in the marketing mix."</p> <p>Marketer's proficiency in pricing strategies and tactics contribute to the overall success of the firm's marketing mix as it will definitely help the marketer to fix a proper marketing mix and the success of the firm.</p> <ol style="list-style-type: none"> <li>1. To determine firm's Competitive Position and Market share</li> <li>2. To achieve the financial goals of the company</li> <li>3. To determine the quantum of production</li> <li>4. To determine the product positioning and distribution in the market</li> <li>5. To determine the quality and variants in production-</li> <li>6. To establish consistency with the other variables in the marketing mix</li> <li>7. Helpful in maintaining system of free enterprise and long run survival of firms</li> <li>8. Improvement in company's image (any two points)</li> </ol>	1+ ½ + ½ =2
	Q.13	<p>An increased number of people are averse to telemarketing. Why?</p> <p>Intrusiveness</p> <p>Privacy Concerns</p> <p>High Volume of Calls</p> <p>Call Spoofing and Scams</p> <p>Lack of Relevance</p> <p>Negative Past Experiences (or any two relevant points)</p>	1+1=2
	Q.14	The Products used as inputs to produce consumer products are known as _____. Identify the type of product and explain the main features of _____.	1+1/2 + ½ =2

		<p>the identified product.</p> <p>Industrial products.</p> <ul style="list-style-type: none"> <li>Limited number of buyer in comparison to consumer goods.</li> <li>Length of Channel for distribution is short.</li> <li>Demand for the product is concentrated in certain geographical locations and is derived from the demand of consumer goods.</li> <li>Product purchase is based on fulfillment of technical considerations.</li> <li>Reciprocal buying is involved is a company may purchase the raw material from a company and may sell the finished product to the same company.</li> <li>In certain cases the companies may lease out the products rather than purchasing them due to high costs.</li> </ul> <p>Any two points.</p>	
	Q.15	It includes low customization and low empowerment of employees (Food retailing superstore); High customization but low empowerment (Telebanking); low customization and high empowerment (Radiology service); and high customization and high empowerment (Accountant).	1+1=2
	Q.16	<p>(i) Correct. This statement brings to the forefront the significance of media in communication strategy by generating a response. The media selected should be free from clutter for the message to be transmitted in the proposed manner.</p> <p>(ii) Incorrect, Brand loyalty continues as long as brand delivers the value. The moment it stops delivering value, the fans or loyalists start breaking up.</p>	1+1=2
		Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	
	Q.17	<p>The basic functions of a pack are to attract the potential customer's attention, protect the product that is packed and reveal its identity. The material used may vary from metal to paper to plastic etc. explain the useful packaging decisions?</p> <ol style="list-style-type: none"> <li>Packaging design: It is not easy to design a package for various items. For example, all „Hand wash“ come in bottles, but different brands of hand wash differ in their packaging. The high costs of packaging lead to bringing out refill packs too.</li> <li>Attractive Color: Colour plays an important role for determining customer acceptance or rejection of a product. The use of right colours in packaging also assists marketers, reap huge advantage. Packaging colour should be attractive so that it may aid in promoting sales.</li> <li>Packaging the product line. A company must decide whether to develop a family or similar kind of the packaging of its several products. It involves the use of identical packages for all products</li> </ol>	1+1+1=3

		or the use of packages with some common feature.	
	Q.18	<p>Every marketing activity is customer driven and a customer would only purchase a product only when it is available to him. Identify the P discussed here and explain the role of this P in the marketing mix.</p> <p>Place</p> <p>Availability of product depends upon efficiently managed place.</p> <p>Place is the process of moving products from the producer to the intended user.</p> <p>Place in marketing mix refers to the channel, or the route, through which goods move from the source or factory to the final user.</p>	1+1+1=3
	Q.19	<p>Imagine you are the marketing manager of a new restaurant in a competitive urban area. You have a limited budget for marketing and need to decide how to allocate your resources effectively. Your options include investing in traditional advertising campaigns (such as radio and billboard ads) or focusing on creating a remarkable dining experience that encourages word of mouth among customers. What are the key factors you would consider when deciding between investing in traditional advertising or relying on word-of-mouth communication to promote your restaurant?</p> <ul style="list-style-type: none"> <li>• Word of Mouth Communication: This involves individuals sharing their personal experiences, opinions, and recommendations with others in casual, interpersonal conversations. The source of information is typically friends, family, acquaintances, or peers.</li> <li>• Advertisement: Advertising is a formal and paid form of communication, where companies or organizations create and disseminate messages through various media channels to promote their products, services, or brand. The source of information is the advertiser.</li> </ul>	1+1+1=3
		Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	
	Q.20	<ul style="list-style-type: none"> <li>• Cost of manufacturing</li> <li>• Price of raw material</li> <li>• Market condition-</li> <li>• Competition in the market-</li> <li>• Brand and quality of product (any four points)</li> </ul>	1+1+1+1=4

	Q.21	i. Facebook ii. Whatsapp iii. Instagram iv. Twitter	1+1+1+1=4
	Q.22	<p>Maturity stage</p> <p>The characteristics of this stage are</p> <ul style="list-style-type: none"> <li>• Costs would be decreased as a result of increase in production volumes</li> <li>• The Sales volumes peak and market saturation is visible.</li> <li>• Competitors entering the market increase</li> <li>• There is drop in prices due to entry of competing products</li> <li>• Advertising spend incurred on brand differentiation</li> <li>• Product feature diversification is emphasized to maintain or enhance market share.</li> <li>• The industrial profits decrease during this period. (any two points)1/2 mark each</li> </ul> <p><b>MARKETING STRATEGIES IN MATURITY STAGE</b></p> <ol style="list-style-type: none"> <li>1. Product managers have to play a vital role for carving a niche within a specific market segment through enhanced service, image marketing and by creating new value image and strengthening through repositioning.</li> <li>2. They should also consider modifying the market, product and marketing mix to fight competition and take it closer to the customer so as to register adequate profits to remain in the business</li> </ol>	1+1+1+1=4
	Q.23	<p><b>Time Utility</b></p> <p><b>Financing</b></p> <p><b>Customer Education</b></p> <p><b>Spokesperson of Customers</b></p> <p><b>Provide after-sale service</b></p> <p>Any four points with explanation</p>	1+1+1+1=4
	Q.24	<ul style="list-style-type: none"> <li>• For industrial products more of personal selling is required. For consumer products more of advertising is required.</li> <li>• For highly image- oriented products like fashion garment the presence of designers or celebrities inside the store is required.</li> <li>• For goods where not much difference is there in features and performance more of sales promotion is required.</li> <li>• Where the organisation is equally important, the public relations</li> </ul>	1+1+1+1=4

		<p>become more important.</p> <ul style="list-style-type: none"> <li>• For seasonal products, off-season sale is very important, but advertising is required for round the year sale. This is why the retailers of full sleeve shirts and sweaters and suits organize sale in the month of January.</li> <li>• For high-priced products, personal selling is important to mitigate risk.</li> <li>• For low convenience goods marketers use advertising rather than personal selling.</li> <li>• For products, where customers do not want to talk with the salesperson like Viagra, condom, hair colour (by a senior citizen) the advertising has to be more important. (any four points with proper explanation and suitable examples)</li> </ul>	
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