

COMMON PRE-BOARD EXAMINATION – 2023
MARKETING (SUBJECT CODE: 812)
MARKING SCHEME

Max. Time : 3 Hours**Class: XII****Max. Marks: 60****General Instructions:**

1. Please read the instructions carefully.
2. This question paper consists of **24 questions** in two sections – Section A & Section B
3. Section A has objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6+18 =) 24 questions, a candidate has to answer (6+11)= 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **Section A – Objective Type Questions (30 Marks)**
 - i. This section has 06 questions.
 - ii. There is no negative marking
 - iii. Do as per the instructions given
 - iv. Marks allotted are mentioned against each question/part
7. **Section B – Subjective Type Questions (30 Marks)**
 - i. This section contains 18 questions
 - ii. A candidate has to do 11 questions
 - iii. Do as per the instructions given
 - iv. Marks allotted are mentioned against each question/part

SECTION A : OBJECTIVE TYPE QUESTIONS

Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1x4=4 marks)	
i	b) Spreadsheet	1
ii	d) Self Aware	1
iii	c) Ctrl+b	1
iv	a) Product Business	1
v	b) Paranoid personality disorder	1
vi	a) Service entrepreneurs	1

Q. 2	Answer any 5 out of the given 7 questions (1x5=5 marks)	
i	a) Associated features	1
ii	b) Advertising	1
iii	a) High	1
iv	a) Product Modification	1
v	c) Product	1
vi	End-to-end encryption	1
vii	b) Indirect channel	1

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i	b) Regularly unsought product	1
ii	Agent	1
iii	b) Public Relations	1
iv	b) Demand oriented pricing	1
v	b) Perishability	1
vi	b) Customer relationship management	1
vii	b) Promotion	1

Q. 4	Answer any 5 out of the given 6 questions (1x 5 = 5 marks)	
i	b) Non-business	1
ii	d) Marketing Mix	1
iii	c) Non-Security	1
iv	c) Specialty products	1
v	c) Promotion	1
vi	b) One price versus variable price policy	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	d) William J Stanton	1
ii	c) On the basis of customer – employee presence	1
iii	a) Facilitating function.	1
iv	c) Individual brand	1
v	c) TV advertising	1
vi	b) Skimming pricing	1

Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	Above-the-promotion	1
ii	c) Maturity stage	1
iii	c) Price is not a key variable in a firm's marketing plan	1
iv	a) ₹ 40,000	1
v	a) One level channel	1
vi	c) Price elasticity of demand	1

SECTION B : SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2x3=6 marks)

Answer each question in 20-30 words

Q. 7	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	2
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	it brings them pleasure. Extrinsic motivation - It arises because of incentives or external rewards.	
Q. 8	Initiative, Willingness to take risk, ability to learn from experiences, motivation and self confidence.	2
Q. 9	Shorting means arranging the data in the spreadsheet according to the requirement. It can be done by depending on the value type stored in the cell. Example: a: Alphabetically – A to Z or Z to A b: Numerical : Smallest to Largest or Largest to smallest	2
Q. 10	Business Entrepreneur: These are the entrepreneurs who engage in commercial and marketing operation but do not engage in production. A business entrepreneur identifies a products market potential. Industrial Entrepreneur: An industrial entrepreneur is simply a manufacture that identifies a client's needs and develops product or services to meet those demands.	2
Q. 11	Set clear goals – setting clear and accurate goals is the first step to meet ones target. Prepare an action plan – An action plan describes the way a person or an organization will meet the set objectives. It gives the details of steps to be taken to achieve the target. Use the right resources and tools – One must evaluate the right resources and tools needed to achieve those results and whether they are available. (1 mark for each point) or any other relevant point	2

Answer any 3 out of the given 5 questions in 20-30 words each (2x3=6 marks)

Q. 12	1. Personal Selling is face-to-face interaction performed by individuals to give information on and create mutual long-term relationships. 2. Objective of personal selling is to create awareness and build a long term relationship which will lead to closing the sale. 3. Personal selling is used for products having the characteristics of high value, or technically complex, or custom made. (or any other relevant point)	2
Q. 13	1. Intangibility: A service can't be seen, touched, held, or put on a shelf, because it has no physical shape. No customer can buy physical ownership (Non-ownership) of an 'experience' (entertainment), 'time' (consulting), or 'a process' (dry cleaning). No service can be examined before its enactment because of intangibility. Examples of services include ticketing, babysitting, schooling, etc. 2. Simultaneity: In most of the cases production and consumption goes in simultaneously. A consumer has always to be present in the service factory, either the service provider comes to him (plumber) or he goes to service provider (hair salon). This simultaneity develops much more close contact with the customer. Thus, in-service production and consumption can't be separated. (Any other relevant points)	2
Q. 14	Factors affecting the differential pricing method 1. Time of purchase	2

	2. Location 3. Product version Or any other suitable point with explanation (1 Mark each)	
Q. 15	Identify the following products under different categories of Industrial goods. a) Rubber – Raw material b) Battery - Materials and parts c) Personal Computer- Capital item d) Painting - Maintenance supplies	2
Q. 16	Importance of promotion Information: It informs (awareness and education) customers about the launch of new product/service/idea and the place of availability. 2. Persuasion: The promotion is to persuade the customers to use one particular brand in this brands-cluttered world. 3. Remind: Promotion has to continuously remind the customers of the brand and enforce customer loyalty (Any other relevant points)	2

Answer any 2 out of the given 3 questions in 30-50 words each (3x2=6 marks)

Q. 17	<u>Push Strategy</u> 1. The strategy adopted is to motivate and persuade the intermediaries“ to make effort to increase the sales the strategy is called <i>push strategy</i> . 2. The push strategy is closely related to the “Selling Concept”. 3.The objectives of pull marketing communication are to build awareness, attraction, and loyalty and to reduce search costs. <u>Pull Strategy</u> 1.It emphasizes more of personal selling (hard selling) along with advertising and other trade promotional measures. 2.Pull Strategy emphasizes on consumers. If the customer demands particular goods from the retailer and the retailers want the same from the wholesalers and the wholesalers in turn asking the manufacturers to provide that kind of goods. 3. Thus here it is the customer to wholesaler who is pulling the cord. The advertising by the manufacturer may persuade the consumer to ask for the goods to their retailers. Retailers in turn will ask the wholesalers and the wholesalers	3
Q. 18	Convenience goods are those goods that a customer purchases frequently, with minimum effort and time to make a buying decision. Example being soft drinks, soaps, bread, milk etc. 1. Staple Goods: The products which are purchased on a regular basis. The decision to buy the product is programmed once the customer puts the item on his list of regular purchases. Example bread, milk, eggs 2. Impulse Goods: The consumer purchases these without any planning or search efforts. The desire to buy impulse is a result of the shopping trip. 3. Emergency Goods: They are purchased to fulfill urgent need. The consumer ends up paying more. Examples of consumer shopping for tooth brushes.	3

Q. 19	<p>Functions of Retailers</p> <p>Collection of goods: Retailers purchase and collect goods from large number of wholesales and manufactures to meet the needs of the ultimate consumers.</p> <p>Time Utility: Retailers keep a large number of products of different varieties in stock to sell them to the customers whenever they require. Thus, they create time in searching variety of products.</p> <p>Transportation: Retailers perform transportation function by carrying the goods from the wholesaler and handing them over to the ultimate consumers.</p> <p>(Any other relevant answers)</p>	3
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Answer any 3 out of the given 5 questions in 50-80 words each (4x3=12 Marks)

Q. 20	<p>Objectives of Pricing</p> <ol style="list-style-type: none"> 1. Profitability objective 2. Market related objective 3. Public relations objective <p>(Any two objectives with proper explanation)</p>	4
Q. 21	<p>Social media platform</p> <p>1. Facebook: It is the most popular social media platform for brands to be present. They allow a product to provide videos, photos, and longer descriptions, and even testimonials. as of May 2015, 93% of businesses marketers use Facebook to promote their brand. Facebook 107 million male and 33 million female users</p> <p>2. Twitter: it is the second most popular social media platform. It allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers' Home timelines. Tweets can contain text, Hash tag, photo, video, Animated GIF, or links to the product's website and other social media profiles, etc. Twitter is also used by companies to provide customer service.</p> <p>3. LinkedIn: It is, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others. Through the use of widgets, members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page. LinkedIn provides its members the opportunity to generate sales leads and business partners. LinkedIn has 26.27 million male and 10.73 million female users in India.</p> <p>4. Google+: Google+, in addition to providing pages and some features of Facebook, is also able to integrate with the Google search engine. Other Google products are also integrated, such as Google</p>	4
Q. 22	<p>Introduction stage - Marketing strategy</p> <ol style="list-style-type: none"> 1. Products are promoted to create awareness and also develop market for the product. 2. The pricing of the product may be low to increase penetration and expand the market share or high priced to recover the development costs. 3. Distribution can be selective till consumers show acceptance of the product. 	4

	4. Marketing communication seeks to educate and enhance the product awareness.	
Q. 23	<p>Factors pertaining to product that affect the channel of distribution</p> <p>Price of the Product. The products of a lower price have a long chain of distributors. As against it, the products having higher price have a smaller chain. Very often, the producer himself has to sell the products to the consumers directly.</p> <p>Perishability. The products which are of a perishable nature need lesser number of the intermediaries or agents for their sale. Under this very rule, most of the eatables (food items), and the bakery items are distributed only by the retail sellers.</p> <p>Size and Weight. The size and weight of the products too affect the selection of the middlemen. Generally, heavy industrial goods are distributed by the producers themselves to the industrial consumers..</p> <p>Technical Nature. Some products are of the nature that prior to their selling, the consumer is required to be given proper instructions with regard to its consumption. In such a case less of the middlemen are required to be used. (Any other relevant points)</p>	4
Q. 24	<p>Objectives of sales promotion</p> <p>'Sales promotion is getting preference over advertising for different reasons – consumers find more value, dealers and distributors find them helpful in boosting sales, manufacturers can shift brand loyalty'.</p> <p>With reference to the same. Explain the Objectives of sales promotion in boosting the sales through short-term incentives.</p> <ol style="list-style-type: none"> 1. Increased trial: Existing customers will increase the sales volume as they will buy in bulk. 2. Increasing Loyalty: Loyalty keeps customers buying even when it is no more the cheapest and the best. 3. Widening Usage: Here the marketer has to tell the users of other uses. 4. Creating Interest: Value promotions that create interest are characterized by humor, inventiveness, typically and style through - being the first to offer a new product as a promotional medium, linking up with a new celebrity or relevant charity or finding a totally new way to do something that people enjoy doing. 5. Creating awareness: Though this job is left to advertising, but there are number of sales promotions very effective at making people aware of products through joint promotions with other product or service which is already well known in the market. <p>(Any other relevant points)</p>	4