

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

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	A ----- is an electronic document, which has rows and columns. It is used to store data in a systematic way and do calculations. a) Worksheet b) Spreadsheet c) Workbook d) Name Box	1
ii	If you are aware of your own values, likes, dislikes, strength and shortcomings as an individual. It denotes the fact that you are -----. a) Self Confident b) Self Control c) Self Motivated d) Self Aware	1
iii	The shortcut key used to make the text bold is ----- a) Ctrl+i b) Ctrl+u c) Ctrl+b d) Ctrl+v	1

iv	A company is one in which a vendor and a buyer exchange an item, these items can be touched and felt, is called -----. a) Product Business b) Service Business c) Hybrid Business d) Social Business	1
v	----- personality disorder is characterized by distrust for others, including friends, family members and partners. People with such a disorder mostly hold grudges against others. a) Schizoid personality disorder b) Paranoid personality disorder c) Schizotypal personality disorder d) Antisocial personality disorder	1
vi	----- Entrepreneurs either create a new market for their services or provide a service in an existing market. a) Service entrepreneurs b) Agricultural entrepreneurs c) Technical entrepreneurs d) Non-technical entrepreneurs	1

Q. 2	Answer any 5 out of the given 7 questions (1x5=5 marks)	
i	Name the component of product that enhances the total product personality. a) Associated features b) Logo c) Package d) Brand	1
ii	The least cost per customer is a feature of -----. a) Sales promotion b) Advertising c) Personal selling d) Public relations	1
iii	When the market has positive sentiments, the companies set a ----- price for their products. a) High b) Low c) Moderate d) None of the above	1
iv	A deliberate alteration in the physical attributes of a product or its packaging is called as -----. a) Product Modification b) Product Elimination c) Product Differentiation d) Product Repositioning	1

v	A bundle of benefits, tangible and intangible is a -----. a) Good b) Service c) Product d) Benefit	1
vi	WhatsApp messages and calls are secured with-----, meaning that no third party including WhatsApp can read or listen to them.	1
vii	You are a manufacture of a shampoo, but your organization is not financially sound. In this situation which channel of distribution is suitable for you? a) Direct channel b) Indirect channel c) Both channels can be used d) None of the above.	1

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i	The products which exist but the consumers do not want to purchase them as of now, but might eventually purchase them as in the case of Life Insurance comes under which category. a) New unsought product b) Regularly unsought product c) Homogenous product d) Heterogeneous product	1
ii	Name the marketing intermediary who is an independent individual or company and whose main function is to act as the primary selling arm of the producer and represent the producer to users.	1
iii	----- 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. a) Sponsorship b) Public Relations c) Personal selling d) Direct marketing	1
iv	Under ----- type of pricing there is an inverse relationship between the price and quantity of a commodity. a) Cost-oriented pricing b) Demand oriented pricing c) Markup pricing d) Break even pricing	1
v	The number of unsold tickets of the evening show for a particular movie in a theatre represents which characteristics of services. a) Intangibility b) Perishability c) Simultaneity d) Heterogeneity	1

vi	In marketing dictionary, CRM stands for -----. a) Content relationship management b) Customer relationship management c) Customer rating management d) Computer relationship manager	1
vii	Which 'P' is meant to create lifetime relationship of the marketer with the customers? a) Product b) Promotion c) Place d) Price	1

Q. 4	Answer any 5 out of the given 6 questions (1x 5 = 5 marks)	
i	Retailing consists of the sale, and all activities directly related to the sale of goods or services to the ultimate consumer, for personal and ----- use. a) Business b) Non-business c) Both d) None	1
ii	A high-priced branded electronic product should be sold in high-end urban showrooms instead of rural markets; the promotion technique should be TV-advertising and not personal-selling, etc. This relates to one among the internal factors of pricing. Identify the same. a) Objectives of the firms b) Cost of the product c) Product differentiation d) Marketing Mix	1
iii	Quality of service is not judged by this normal criterion: a) Reliability b) Access c) Non-Security d) credibility	1
iv	Rado is a "high range" brand of the Swiss watch conglomerate Swatch Group. Rado was initially known for waterproof automatic models. Automatic Rado models featured a moving anchor logo on the dial, and this would become the symbol of the brand. Relate the product under one among the classification of consumer products. a) Convenience products b) Shopping products c) Specialty products d) Unsought products	1
v	A chocolate manufacturing firm spends a significant amount of money on marketing, personal selling, and sales promotion strategies to encourage target clients to buy its chocolates. Determine which part of the marketing mix is being discussed.	1

	a) Place b) Price c) Promotion d) Product	
vi	When the seller charges the same price to similar types of customers who purchase similar quantities of the product under the same terms of sale but the price may vary according to the quantity of purchase. This is termed as ----- type of pricing. a) Competitive pricing b) One price versus variable price policy c) Dual pricing d) Leader pricing	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	According to whom the “A distribution channel for a product is the route taken by the title to the goods as they move from the producer to the ultimate customer.” a) Philip Kotler b) F W Taylor c) Maslow d) William J Stanton	1
ii	On the basis of which type of services, the services can be classified under self service, interpersonal service and remote services. a) On the basis of Service operations to volume of customers b) On the basis of level of tangibility c) On the basis of customer – employee presence d) On the basis of customization/empowerment	1
iii	Which functions of channels of distribution includes post-purchase service and maintenance, financing, market information? a) Facilitating function b) Transaction function c) Logistic Function d) Trade function	1
iv	When diverse product belonging to the same category are manufactured by a company but have different brand names is called -----. a) Store brand b) Family brand c) Individual brand d) Umbrella brand	1
v	Which modes of advertising are characterized by highlighting the limitations as zapping with remote control and with rapidly escalating advertisement cost? a) Newspaper advertising b) Radio advertising c) TV advertising d) Cinema advertising	1

vi	Which type of pricing policy is suitable where little is known about the price elasticity of the product? a) Penetrating pricing b) Skimming pricing c) Demand oriented pricing d) Perceived value pricing	1
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Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	Name the type communication that use the broadcast medium and print media to reach the mass audience.	1
ii	During which stage of product life cycle a marketer has to 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. a) Introduction stage b) Growth stage c) Maturity stage d) Decline stage	1
iii	All of the following are true about the price except: a) Price is an element which generates revenue for an organization and determines its growth. b) The term price denotes money value of a product c) Price is not a key variable in a firm's marketing plan d) Price represents the amount of money that customers pay to the sellers to gain benefits of having or using a good or service	1
iv	A company is operating at a break-even level of output producing 8,000 units. The selling price per unit ₹ 25 and variable cost is ₹ 20 per unit. The fixed cost of the company would be: a) ₹ 40,000 b) ₹ 50,000 c) ₹ 16,000 d) ₹ 20,000	1
v	Under which type of distribution channel Maruti Udyog sells its cars through company approved retailers like DD Motors? Identify the channel. a) One level channel b) Two level channel c) Three level channel d) Zero level channel	1
vi	If demand of a commodity increases with respect to previous supply, its price increases, and if supply of a commodity increases with respect to previous demand, its price falls. It is termed as ----. a) Demand for the product b) Supply for the product c) Price elasticity of demand d) Price reflections	1

SECTION B : SUBJECTIVE TYPE QUESTION

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

Answer each question in 20-30 words

Q. 7	Motivation at work has been presented as a central variable in organizational life. It is an essential variable that contributes to the employee acting in a certain way, since it is related to their good performance and to achieve goals. Explain the two types of Motivation.	2
Q. 8	An entrepreneur is someone, who has the capability to start an organization by organizing various resources required to make an opportunity purposeful. So the entrepreneur needs to possess few qualities to attain these specific results. List the qualities of a successful entrepreneur?	2
Q. 9	What you mean by shorting in Libreoffice?	2
Q. 10	Distinguish between business entrepreneurs and industrial entrepreneurs.	2
Q. 11	What are the ways to become result oriented?	2

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

Q. 12	Briefly describe personal selling as an element of promotion mix.	2
Q. 13	Explain any two characteristics of services.	2
Q. 14	Explain any two factors affecting the differential pricing method.	2
Q. 15	Identify the following products under different categories of Industrial goods. a) Rubber b) battery c) Personal Computer d) Painting	2
Q. 16	Discuss the importance of promotion.	2

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

Q. 17	What do you understand by the push and pull strategy of promotion mix?	3
Q. 18	A customer purchases convenience products like bread, milk, soap etc. very frequently with minimum effort and time to make a buying decision. Explain how these convenience products are classified?	3
Q. 19	Discuss any three functions of independently owned market intermediaries who directly sell the products to the end users for a profit.	3

Answer any 3 out of the given 5 questions in 50-80 words each (4x3=12 marks)

Q. 20	<p>'Pricing is not an end in itself; but a means to achieve certain objectives of the marketing department of a firm. Therefore, every firm should carefully set pricing-objectives so that there is clarity and consistency in the firm with respect to pricing in the long run'.</p> <p>In the light of the above statement, explain any two objectives of pricing for a firm.</p>	4
Q. 21	<p>A number of social media platforms are used to promote a product or service in today's era. Explain the various platforms being used by the business organizations to seek attention and to promote their product.</p>	4
Q. 22	<p>Identify the stage of product life cycle where the costs are high, demand has to be created, customers have to be prompted to try the product and sales volume is slow to start. Explain the marketing strategy at this stage.</p>	4
Q. 23	<p>Explain the factors pertaining to the product that affect the channel of distribution.</p>	4
Q. 24	<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>	4