

8/3/2

Roll Number		
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SET A



INDIAN SCHOOL MUSCAT
FINAL EXAMINATION
MARKETING

CLASS: XII

Sub. Code: 812

Time Allotted: 3 Hrs.

04.02.2021

Max. Marks: 60

General instructions:

- Please read the instructions carefully.
- This Question Paper consists of 24 questions in two sections – Section A & Section B.
- Section A has Objective type questions whereas Section B contains Subjective type questions.
- 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.
- All questions of a particular section must be attempted in the correct order.
- SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - This section has 06 questions.
 - There is no negative marking.
 - Do as per the instructions given.
 - Marks allotted are mentioned against each question/part.
- SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - This section contains 18 questions.
 - A candidate has to do 11 questions.
 - Do as per the instructions given.
 - Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q1. Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)

- Households are switching to solar energy, families are purchasing alternative energy cars, and new jobs are being added to the market place are example of
 - Green jobs
 - New market
 - New economy
 - Market condition
- Identify the correct option for the acronym 'SMART'.
 - Specific, Measurable, Attainable, Realistic, Timely
 - Specific, Motivational, Attainable, Realistic, Timely
 - Specific, Measurable, Actionable, Realistic, Timely
 - Sporty, Measurable, Attainable, Realistic, Timely
- Name the bar present at the top of the Impress window.

- iv. _____ is relatively enduring set of traits. 1
- a) Motivation
 - b) Skill
 - c) Personality
 - d) Behavior
- v. _____ can be guided by need for achievement and need for affiliation. 1
- a) Physiological motivations
 - b) Physical motivations
 - c) Psychological motivations
 - d) None of the above
- vi. Although Rohan had some doubts, he found the courses very useful. Identify the type of sentence. 1
- a) Compound sentence
 - b) Simple sentences
 - c) Compound complex sentences
 - d) Complex sentences
- Q2. Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)**
- i. Advertisement using new paper and magazines are part of 1
- a) ATL
 - b) BTL
 - c) APL
 - d) BPL
- ii. Big companies with large scale of production can offer a set of _____ priced products 1
- a) High
 - b) Low
 - c) Moderate
 - d) Average
- iii. The primary selling arm of the producer 1
- a) Wholesaler
 - b) Distributor
 - c) Agent
 - d) Retailer
- iv. It is neither delivered by actual persons nor addressed to an individual or small audience of individuals. 1
- a) Sales promotion
 - b) Personal selling
 - c) Advertising
 - d) Publicity

- v. On receipts of goods, the retailers add certain percentage to the price of manufacturer to arrive at the retail price. What is this pricing policy called: 1
- a) Demand oriented pricing policy
 - b) Break-even pricing policy
 - c) Competitive pricing policy
 - d) Cost plus pricing policy
- vi. Unutilized or underutilized services are found to be a waste. Which characteristics of services explained here? 1
- a) Perishability
 - b) Heterogeneity
 - c) Non-ownership
 - d) Intangibility.

Q3 Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)

- i. An e-commerce site offering free shipping for the products from a certain price level, or a free phone accessory with the purchase of a phone etc. are examples of which product level? 1
- a) Generic product
 - b) Customized product
 - c) Expected product
 - d) Augmented product
- ii. Colgate was the first toothpaste in tube in 1896, it went to capture the market world over and became the highest selling brand in the world in 1999, has diversified into oral care range and still a force to reckon with. Identify the concept discussed 1
- a) Product life cycle
 - b) Product level
 - c) Components of product
 - d) Market strategy
- iii. Canon advertises for search keywords related to "photography" on Google, Yahoo, and Bing search engines to market their cameras to a relevant audience. What type of marketing it is? 1
- a) Direct marketing
 - b) Social media marketing
 - c) Online marketing
 - d) Off line marketing
- iv. There is a _____ relation between cost of production and price of a product 1
- a) Negative
 - b) Direct
 - c) Downward
 - d) Neutral

- v. During a boom-period in the economy, when market conditions are favourable due to “bullish attitude” or inflationary trend, firms can afford to fix higher prices of their products. 1
- Economic conditions
 - Competition
 - Government regulation
 - Market condition
- vi. In a theatre, there are different classes for viewing the same film, each class with different prices. This type of pricing strategy is called: 1
- Demand oriented pricing
 - Differential pricing
 - Competitive pricing
 - Skimming price
- vii. Which type of pricing strategy will be more suitable where the market can be broken down into segments with different price elasticity of demand? 1
- Penetration
 - Low pricing
 - Minimum pricing
 - Skimming pricing

Q4. Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)

- i. _____ is the most important factor in impulse purchases. 1
- Product
 - Label
 - Packaging
 - Price
- ii. Define a distributor 1
- iii. Identify the function performed by the middlemen as storage, grading, sorting and transportation. 1
- Transaction function
 - Logistical function
 - Facilitating function
 - Negotiation
- iv. Identify the most effective mode of advertising which is very fast due to short lead time. 1
- Print media
 - Newsletters
 - Radio
 - Magazines

- v. Mostly the car manufacturers provide the free insurance for the first year as part of sales promotion during slack season, are part of which type of promotional strategy? 1
- a) Premium promotion
 - b) Off the shelf offers
 - c) Prize promotion
 - d) Hybrid sales promotion

- vi. Location based social marketing website 1
- a) Instagram
 - b) Facebook
 - c) WhatsApp
 - d) Foursquare

Q5. Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)

- i. Place in marketing mix refers to 1
- a) Route
 - b) Value
 - c) Money
 - d) Product
- ii. _____ takes place between manufacturers and customers before closing a deal. 1
- a) Distribution
 - b) Negotiation
 - c) Pricing
 - d) Quality
- iii. Attractive _____ also assists in encouraging the customers to pick the products off the shelf. 1
- a) Product
 - b) Quality product
 - c) Pricing
 - d) Labeling
- iv. A contest where the distribution of prizes is dependent on random distribution of predetermined winning tickets is called 1
- a) Free Prize Draws
 - b) Competitions
 - c) Sweepstakes
 - d) Lotteries
- v. Free samples distributed to consumers in which stage of PLC? 1
- a) Introductory stage
 - b) Growth stage
 - c) Decline stage
 - d) Saturation stage

- vi. On the basis of customer-employee presence the services can be -----and remote services. 1

Q6. Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)

- i. During COVID-19 pandemic situation, worldwide prices of sanitizer, masks & PPE kits are regulated by the Government policies. Identify the factor discussed in the statement. 1
- a) Promotional Programs
 - b) Internal factors
 - c) External Factors
 - d) Market conditions
- ii. Indian economy became the fastest growing major economy from the last quarter due to the fast growing 1
- a) Service sector
 - b) Manufacturing sector
 - c) Industrial sector
 - d) Primary sector
- iii. Email Marketing is a tool in 1
- a) Social marketing
 - b) Social media marketing
 - c) Traditional marketing
 - d) Online marketing
- iv. If the company's focus is short-term, it will concentrate on – 1
- a) Consumer Promotion
 - b) Publicity
 - c) Advertising
 - d) Personal selling
- v. Products which are typically high priced, and buyers do not use much time to compare against other products. 1
- a) Consumer goods
 - b) Shopping goods
 - c) Durable goods
 - d) Specialty goods
- vi. _____ help in smooth flow of goods by creating possession, place and time utilities. 1
- a) Products
 - b) Channels of distribution
 - c) Price
 - d) Promotion

SECTION B – SUBJECTIVE TYPE QUESTIONS

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

Answer each question in 20 – 30 words.

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| Q7. | Name any two common terms used in Presentation software. | 2 |
| Q8. | Explain the role of self-management in the field of marketing. | 2 |
| Q9. | Why is active listening important in the workplace? | 2 |
| Q10. | Explain any two roles of Green jobs in this modern economy. | 2 |
| Q11. | How fears affect the performance of an entrepreneur? | 2 |

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

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| Q12. | Differentiate between online market and social media market. | 2 |
| Q13. | A service can be rightly called “a deed, a performance, and an effort”. Explain | 2 |
| Q14. | List the characteristics of services. (Mention any four) | 2 |
| Q15. | Discuss any two disadvantages of online marketing. | 2 |
| Q16. | Classify between push and pull strategies. | 2 |

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

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| Q17. | Packaging can be defined as an art, science and technology of preparing goods for transport and sale. Elucidate. | 3 |
| Q18. | The total product personality is depending on basic constituent of product. Explain. | 3 |
| Q19. | Availability of products depends upon how efficiently it is managed. Discuss the importance of identified element. | 3 |

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

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| Q20. | Immunity Booster has been developed to fight with Corona Virus. You need to select suitable promotion for the product. What type of promotion you will select? Identify the type of product? | 4 |
| Q21. | Differentiate between wholesalers and retailers. | 4 |
| Q22. | Discuss the advantages of using WhatsApp as social media marketing tool. | 4 |
| Q23. | Non-face-to-face activity concerned with the promotion of sales called sales promotion. Explain the advantages and disadvantages of Sales promotion. | 4 |
| Q24. | Define pricing. Explain the main objectives of pricing. | 4 |

End of the Question Paper