

Roll Number		
--------------------	--	--

SET A



**INDIAN SCHOOL MUSCAT
FIRST PERIODIC TEST
MARKETING (812)**

CLASS: XII

TERM 2

Max. Marks: 20

Time Allowed: 50 Mins.

MARKING SCHEME			
SET	Q.NO	VALUE POINTS	MARKS SPLIT UP
A	1.	b) William J. Stanton	1
A	2.	c) Package	1
A	3.	a) Label	1
A	4.	d) The potential product	1
A	5.	<p>Generic Product: It is the unbranded and undifferentiated commodity. Unbranded pulses, rice, wheat flour are some of the examples of generic product.</p> <p>Branded Product: The branded products get an identity through a name. It belongs to a specific company and the marketer separates this product from the rest.</p>	1+1=2
A	6.	<ul style="list-style-type: none"> i. Convenience product ii. Unsought product iii. Shopping products iv. Specialty products 	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
A	7.	<ul style="list-style-type: none"> • They are goods which are required for developing or managing the finished products. • They can be of two kinds namely maintenance and repair items and operating supplies. 	1+1=2
A	8.	<p>Consumer Goods- A final good or consumer good is a final product ready for sale that is used by the consumer to satisfy current wants or needs. Example bread, milk, eggs, cars, furniture etc.</p> <p>Industrial Products: The Products used as inputs to produce consumer products are known as industrial products. They are used for non-personal and business purposes. Examples being raw materials, tools, machinery, lubricants etc.</p>	1+1(for definition)+ $\frac{1}{2} + \frac{1}{2}$ (examples)= 3
A	9.	<p>PRODUCT MIX is the list of all products offered by a company. It is defined as the composite of products offered for sale by a firm or a business. The product mix is three dimensional:</p> <ul style="list-style-type: none"> a) Breadth is measured by the number or variety of products manufactured by a single manufacturer. E.g.: LG produces a variety of electrical gadgets such as television sets, washing machines, 	1+1+1=3

		<p>refrigerators etc.</p> <p>b) Depth refers to the assortment of sizes, colors and models offered within each product line. E.g.: LG manufactures different varieties or models of refrigerators and washing machines, etc.</p> <p>c) Consistency refers to the close relationship of various product lines or their end use to production requirements or to distribution channels. E.g.: LG produces those goods which fall under the category of electrical appliances.</p>	
A	10.	<p>Shopping products</p> <p>(a) Price: These goods are available at moderate prices. The seller must apprise the buyer with the price.</p> <p>(b) Promotion: Heavy advertising and personal selling by both producers and resellers.</p> <p>(c) Place: As consumers will spend time to shop for these goods, stores that specialize in them are located near similar stores in active shopping areas.</p> <p>(d) Products: Furniture, clothes, used cars, etc...</p>	<p>2+1/2 x 4</p> <p>2+2=4 Marks</p>

Roll Number		
--------------------	--	--

SET

B



**INDIAN SCHOOL MUSCAT
FIRST PERIODIC TEST
MARKETING (812)**

CLASS: XII

TERM 2

Max. Marks: 20

Time Allowed: 50 Mins.

MARKING SCHEME			
SET	Q.NO	VALUE POINTS	MARKS SPLIT UP
B	1.	d) Augmented	1
B	2.	d)potential	1
B	3.	c) Package	1
B	4.	b) William J. Stanton	1
B	5.	The raw materials could be either agri based products like sugar cane, rubber. Wheat etc. or they can natural products like iron ore, crude petroleum etc. Capital Items: They are the goods used in producing the finished goods. They include tools, machines, computers etc.	1+1=2
B	6.	i. Convenience product ii. Unsought product iii. Shopping products iv. Specialty products	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
B	7.	<ul style="list-style-type: none"> They are goods which are required for developing or managing the finished products. They can be of two kinds namely maintenance and repair items and operating supplies. 	1+1=2
B	8.	1. Market demand 2. Cost of product 3. Quantity of production 4. Advertising and distribution factors 5. Use of residuals 6. Competitor's action 7. Full utilization of marketing capacity 8. 8. Goodwill of the company WITH EXPLN.	1+1+1 = 3 (Any three points)
B	9.	PRODUCT MIX is the list of all products offered by a company. It is defined as the composite of products offered for sale by a firm or a business. The product mix is three dimensional: a) Breadth is measured by the number or variety of products manufactured by a single manufacturer. E.g.: LG produces a variety of electrical gadgets such as television sets, washing machines,	1+1+1=3

		<p>refrigerators etc.</p> <p>b) Depth refers to the assortment of sizes, colors and models offered within each product line. E.g.: LG manufactures different varieties or models of refrigerators and washing machines, etc.</p> <p>c) Consistency refers to the close relationship of various product lines or their end use to production requirements or to distribution channels. E.g.: LG produces those goods which fall under the category of electrical appliances.</p>	
B	10.	<p>Shopping products</p> <p>(a) Price: These goods are available at moderate prices. The seller must apprise the buyer with the price.</p> <p>(b) Promotion: Heavy advertising and personal selling by both producers and resellers.</p> <p>(c) Place: As consumers will spend time to shop for these goods, stores that specialize in them are located near similar stores in active shopping areas.</p> <p>(d) Products: Furniture, clothes, used cars, etc...</p>	<p>$12 + \frac{1}{2} \times 4 =$ 2 $2 + 2 = 4$ Marks</p>

Roll Number		
--------------------	--	--

SET C



**INDIAN SCHOOL MUSCAT
FIRST PERIODIC TEST
MARKETING (812)**

CLASS: XII

TERM 2

Max. Marks: 20

Time Allowed: 50 Mins.

MARKING SCHEME			
SET	Q.NO	VALUE POINTS	MARKS SPLIT UP
C	1.	c) Package	1
C	2.	a) Label	1
C	3.	d) Augmented	1
C	4.	“Product is anything that can be offered to someone to satisfy a need or a want”.	1
C	5.	The raw materials could be either agri-based products like sugar cane, rubber. Wheat etc. or they can natural products like iron ore, crude petroleum etc. Capital Items: They are the goods used in producing the finished goods. They include tools, machines, computers etc.	1+1=2
C	6.	i. Convenience product ii. Unsought product iii. Shopping products iv. Specialty products	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
C	7.	<ul style="list-style-type: none"> They are goods which are required for developing or managing the finished products. They can be of two kinds namely maintenance and repair items and operating supplies. 	1+1=2
C	8.	<p>PRODUCT MIX is the list of all products offered by a company. It is defined as the composite of products offered for sale by a firm or a business. The product mix is three dimensional:</p> <p>a) Breadth is measured by the number or variety of products manufactured by a single manufacturer. E.g.: LG produces a variety of electrical gadgets such as television sets, washing machines, refrigerators etc.</p> <p>b) Depth refers to the assortment of sizes, colors and models offered within each product line. E.g.: LG manufactures different varieties or models of refrigerators and washing machines, etc.</p> <p>c) Consistency refers to the close relationship of various product lines or their end use to production requirements or to distribution channels. E.g: LG produces those goods which fall under the category of electrical appliances.</p>	1+1+1=3

C	9.	1. Market demand 2. Cost of product 3. Quantity of production 4. Advertising and distribution factors 5. Use of residuals 6. Competitor's action 7. Full utilization of marketing capacity 8. Goodwill of the company	1+1+1 = 3 (Any three points)
C	10.	Shopping products (a) Price: These goods are available at moderate prices. The seller must apprise the buyer with the price. (b) Promotion: Heavy advertising and personal selling by both producers and resellers. (c) Place: As consumers will spend time to shop for these goods, stores that specialize in them are located near similar stores in active shopping areas. (d) Products: Furniture, clothes, used cars, etc...	2 + ½ x 4 2 + 2 = 4 Marks