

**INDIAN SCHOOL MUSCAT**  
**FIRST PRE BOARD EXAMINATION**  
**FEBRUARY 2021**  
**CLASS XII**

**SET A**

**Marking Scheme – MARKETING (812)**

Q.NO.	SECTION A: OBJECTIVE TYPE QUESTIONS	Marks (with split up)
Q 1	<b>Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)</b>	
i.	c) Non-responding	1
ii.	(a) File>Save As>Type file name>Save	1
iii.	a)environmental sector	1
iv.	c)Time management	1
v.	b)Complex sentence	1
vi.	d)CTRL + A	1
Q 2.	<b>Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)</b>	
i.	d)Revenue	1
ii.	c)Odd	1
iii.	c)Market condition	1
iv.	a)Transportation	1
v.	d)Promotion	1
vi.	b)Simultaneity	1
vii.	b)Convenience products	1
Q3.	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>	
i.	b)Augmented product	1
ii	c)Warehousing	1
iii.	a)What customers think	1
iv.	c) Price	1
v.	b) profit	1
vi.	d)Inelastic demand	1
Q4.	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	d)The potential product	1
ii.	d)Three	1
iii.	c)Exchange	1
iv.	a)Online stores	1
v.	c)Manufacturer	1
vi.	b)Label	1
Q5.	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	a)Customer driven	1

ii.	b)Communicating	1
iii.	When the product is modified to suit to the requirements/specifications of the individual customer, he is being offered a customized product.	1
iv.	c)Remind	1
v.	d) Integrated marketing communication.	1
vi.	a) Word of mouth communication	1
Q6	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	c)Brand awareness	1
ii.	c)Premium pricing	1
iii.	b)Heterogeneity	1
iv.	a)value	1
v.	d) Packaging.	1
vi.	b)Product repositioning	1
	<b>SECTION B: SUBJECTIVE TYPE QUESTIONS</b> <b>Answer any 3 out of the given 5 questions on Employability Skills</b> <b>( 2 x 3 = 6 marks)</b> <b>Answer each question in 20 – 30 words.</b>	
Q7.	listening, speaking, reading and writing	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
Q8.	Stress is a state of feeling upset, annoyed and hopeless. • Stay positive and analyse what is going wrong in a certain situation. Resolving the situation is easy once understood. • Maintain an accomplishment sheet and enter even small achievements. • Keep your thoughts in present. Pondering over past issues makes us feel upset and helpless. • Talk to friends and family for comfort. • Practise meditation and yoga. • Whenever you feel negative thoughts are taking over, take a look at your accomplishment sheet.(any two)	$1 + \frac{1}{2} + \frac{1}{2} = 2$
Q9.	A spreadsheet is an electronic document, which has rows and columns. It is used to store data in a systematic way and do calculations.	$1 + 1 = 2$
Q10.	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 categorized as art, where no specific way to attain a result is required and the skill of using the subject matter is of prime importance.	$1 + 1 = 2$
Q11.	<ul style="list-style-type: none"> <li>• Use of energy-efficient vehicles and alternate fuels like Compressed Natural Gas (CNG) can help minimize greenhouse gas emissions.</li> <li>• The new biofuel Policy announced by the Government of India on 10 August 2018</li> <li>• The Energy Efficiency Services Limited (EESL), under the Ministry of Power</li> <li>• ‘electric vehicle programme’(any two relevant points)</li> </ul>	$1 + 1 = 2$

	<b>Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)</b>	
Q12.	1. On the basis of Service operations to volume of customers (high). 2. On the basis of level of tangibility 3. On the basis of customer 4. On the basis of customisation/empowerment ( <b>Any two points</b> )	1+1=2
Q13.	1. Reliability 2. Access 3. Security 4. Credibility 5. Understanding the customer 6. Responsiveness 7. Competence 8. Courtesy 9. Tangibles 10. Communication ( <b>Any two points</b> )	1+1=2
Q14.	digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium	2
Q15.	1. <b>Brand Awareness</b> 2. <b>Feedback</b> 3. <b>Competitive advantage</b> 4. <b>Impact (Any two points)</b>	1+1=2
Q16.	1. <b>Demand</b> 2. <b>Buyers' behavior</b> 3. <b>Competition</b> 4. <b>Raw Material or Input suppliers</b> 5. <b>Prevalent Economic Conditions</b> 6. <b>Government Regulations (Any Two)</b>	1+1=2
	<b>Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)</b>	
Q17.	<b>Breadth</b> 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. <b>Depth</b> 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. <b>Consistency</b> 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.	1+1+1=3
Q18.	<b>The Core Product</b> It is the basic element of the product. It is observed that the total product personality is dependent on basic constituent of the product. If the product is substandard the other elements associated like features, package, label, differentiation, positioning, branding will not be of any use. Hence focus on the core product is essential. <b>The Associated Features</b>	1+1+1=3

	<p>The Product includes several associated features besides the core ingredient. The total product personality is mostly enhanced through the associated features. Further, these also aid in distinguishing the product from its competitors.</p> <p><b>The Brand Name</b></p> <p>A brand is defined as a name, term, symbol, design or a combination of them which is intended to identify the goods and services of one seller and to differentiate them from those of competitors.</p>	
Q19.	<p>Every marketing activity starts with the customer and ends with the customer. Every marketing activity is customer driven and a customer would only purchase a product only when it is available to him. Availability of product depends upon efficiently managed place.</p> <p>Place is the process of moving products from the producer to the intended user. 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
	<b>Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)</b>	
Q20.	<p>Make awareness/educate people</p> <p>New unsought product</p>	2+2=4
Q21.	<ul style="list-style-type: none"> <li>• <b>Buying And Selling</b></li> <li>• <b>Storage</b></li> <li>• <b>Transportation</b></li> <li>• <b>Grading And Packing</b></li> <li>• <b>Financing</b></li> <li>• <b>Risk-taking</b></li> <li>• <b>Promotion(Any four)</b></li> </ul>	1+1+1+1=4
Q22.	<p><b>Advantages Of Online Marketing</b></p> <ol style="list-style-type: none"> <li>1. <b>Brand Awareness</b></li> <li>2. <b>Measure Impact</b></li> <li>3. <b>Acquiring Valuable Customers</b></li> <li>4. <b>Use of Analytics</b></li> <li>5. <b>Better medium</b></li> <li>6. <b>Customer Analysis</b></li> </ol> <p><b>Disadvantages of Online Marketing</b></p> <ol style="list-style-type: none"> <li>1. <b>Impersonal</b></li> <li>2. <b>Competitive</b></li> <li>3. <b>Catching Attention(Any two points with explanations)</b></li> </ol>	1+1+1+1=4
Q23.	<p>Growth stage</p> <ol style="list-style-type: none"> <li>1) Product quality is maintained and additional features and support services may be added.</li> <li>2) Pricing may remain same as the firm enjoys increasing demand with little competition.</li> <li>3) Distribution channels are added as demand rises and customers accept the product.</li> <li>4) Promotion is aimed at a broader audience.</li> </ol>	1+1+1+1=4
Q24.	<p>A method of setting prices that takes into account the company's profit objectives and covers its costs of production is called Cost-oriented pricing</p>	1+1+1+1=4

	<i>a. Cost plus Pricing</i> <i>b. Markup Pricing</i> <i>c. Break-even Pricing</i>	
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