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SET B



**INDIAN SCHOOL MUSCAT  
PRE-BOARD EXAMINATION  
TERM I  
MARKETING (812)**

CLASS: XII

Time Allotted: 90 min.

02.11.2021

Max. Marks: 30

**General Instructions:**

1. Please read the instructions carefully
2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
  - a) Section A is of 05 marks and has 06 questions on Employability Skills.
  - b) Section B is of 20 marks and has 25 questions on Subject specific Skills.
  - c) Section C is of 05 marks and has 07 competency-based questions.
3. Do as per the instructions given in the respective sections.
4. Marks allotted are mentioned against each section/question.
5. All questions must be attempted in the correct order

**SECTION A**

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

1. Which of the following is a stress causing agent?
  - a) Mental illness
  - b) Disintegration
  - c) Happiness
  - d) Personality
2. Among the following, which one is an example of non-verbal communication?
  - a) Volume and tone
  - b) Distance
  - c) Pronunciation
  - d) Facial expression
3. \_\_\_\_\_ personality trait is related to being calm, self-confident and cool.
  - a) Emotional stability
  - b) Agreeableness
  - (c) Conscientiousness
  - (d) Openness to experience

4. Re-arrange the words to form a question.

fighting?/they/are/why

- a) They why are fighting?
- b) Why they fighting are?
- c) Why they are fighting?
- d) Are why they fighting?

5. Which one out of the following is used as a shortcut to save a presentation?

- a) Ctrl+Shift+S
- b) Ctrl+V
- c) Shift+S
- d) Ctrl+S

6. \_\_\_\_\_ is the process of creating a non-fiction text about current or recent news, items of general interest or specific topics.

- a) Speech
- b) Article writing
- c) Paragraph writing
- d) None of the above

## SECTION B

**Answer any 20 questions out of the given 25 questions (1 x 20 = 20 marks)**

7. Which 'P' is mostly used as a need-satisfying entity?

- a) Price
- b) Product
- c) Promotion
- d) Place

8. The mechanism through which goods move from the manufacturer to the consumer is

- \_\_\_\_\_
- a) Place            (b) Product            (c) Promotion            (d) Price

9. These are costs which do not vary according to the number of units of product made or service sold:

- a) Fixed costs                      (b) Moving assets
- (c) Working capital              (d) Fixed capital

10. \_\_\_\_\_ reflect a purchaser's high level of involvement in the purchase decision. There is a high perceived risk in these decisions so consumers spend a great deal of time, care, and energy searching, formulating, and making the final decision.

- a) Durable goods
- b) Non-durable goods
- c) Convenience products
- d) Services

11. “Product is a complex of tangible and intangible attributes, including packaging, colour, price, prestige and services that satisfy needs and wants of people”. The definition is given by
- Philip Kotler
  - Henry Fayol
  - William Stanton
  - F.W.Taylor
12. All of the following are internal factors influencing pricing decisions, except:
- Marketing objectives
  - Costs
  - Competition
  - Marketing mix strategy
13. The maximum current profit, market skimming, product quality leadership and market share are considered as the technique of
- Determining demand
  - Select pricing objective
  - Analyzing pricing of competitors
  - Estimating cost
14. During slump-period when market conditions are un-favourable due to “bearish attitude”, firms decides to lower the prices of products to keep the business going and to clear off their old stocks. Identify the type of factors which influence the pricing decision.
- Prevalent Economic Conditions
  - Government Regulations
  - Raw Material or Input suppliers
  - Competition
15. A seller may charge `10 per unit if less than one dozen units are purchased, and at `9 per unit if more than one dozen units are purchased. Identify the pricing policy
- Variable Price Policy
  - One Price
  - Market Skimming
  - Competitive Pricing
16. Dell used \_\_\_\_\_ to enter the personal computer market by selling high-quality computer products through lower-cost direct channels.
- Market-skimming pricing
  - Market-penetration pricing
  - Differentiation pricing
  - Market-development pricing

17. All of the following are characteristics of the introduction stage of the PLC, except which one?
- Profits are usually negative or low because of low sales.
  - Educating the market remains a goal, but now the company must also meet the competition.
  - Profits are usually negative or low because of high distribution and promotion expenses.
  - Lots of money is needed to attract distributors and build inventories.
18. Ninja Tech recently developed Ninja Tech Nutritional Bars to improve memory is an example of
- Product line
  - Product life cycle
  - Product modification
  - Product cycle
19. \_\_\_\_\_ is the period when sales fall off and profits drop
- Introduction
  - Growth
  - Maturity
  - Decline
20. \_\_\_\_\_ takes place between manufacturers and customers before closing a deal.
- Pricing
  - Place
  - Negotiation
  - Distribution channel
21. The route taken by goods as they flow from the Manufacturer to the consumer is called
- Channel of Distribution
  - Pricing
  - Route mapping
  - Intermediary
22. With this firms can pass on increased production costs to its customers and generate a profit.
- Market driven pricing
  - Competition-oriented pricing
  - Break-even Pricing
  - Markup Pricing
23. If a seller were to set prices based on buyers' perceptions of value rather than on the seller's costs, the seller would be using which of the following forms of pricing?
- Competition-based pricing
  - Going-rate pricing
  - Cost-based pricing
  - Value-based pricing
24. What is price skimming?
- Setting an initially-high price which falls as competitors enter the market.
  - Setting a high price which consumers perceive as indicating high quality.
  - Setting a low price to "skim off" a large number of consumers.
  - Setting a high price and keep the same through out

25. \_\_\_\_\_ is involved is a company may purchase the raw material from a company and may sell the finished product to the same company.
- Unsought products
  - Industrial products
  - Capital items
  - Reciprocal buying
26. A(n) \_\_\_\_\_ product exceeds customer expectations.
- Anticipated
  - Augmented
  - Potential
  - Superior
27. This method is mainly practiced in case of homogenous product under conditions of pure competition.
- Sealed bid
  - Mark up
  - Going rate
  - Leader pricing
28. For an inelastic demand of products, which type of price will be fixed by you?
- Low
  - Moderate
  - High
  - As decided by the Government
29. Identify the starting point of distribution from the following:
- Intermediaries
  - Facilitating agencies
  - Consumers
  - Manufacturers
30. Which out of the following is not included in the components of a product?
- Associated feature
  - Core product
  - Logo
  - Potential product

**SECTION C**  
**(COMPETENCY BASED QUESTIONS)**

**Answer any 5 questions out of the given 7 questions (1 x 5 = 5 marks)**

31. Maruti Vega Ltd. entered into the market with coloured televisions and has now introduced products like audio systems, air-conditioners, washing machines, etc. The company is not only offering the products but also handling complaints and offering after-sales services. Identify the element of marketing mix discussed here.
- a) Price            (b) Place            (c) Product            (d) Promotion

32. The upside-down bottle made by Heinz Ketchup made it easier dispensing of ketchup, using the plastic bottle design and gravity itself to aid in the squeezing motion. It is an example of:
- Packaging for convenience
  - Packaging for appeal
  - Packaging for protection
  - Packaging for promotion
33. Hena is planning to set up a small manufacturing unit for manufacturing eco-friendly packaging material. She has decided to market her products through the conventional channel of distribution, which involves wholesalers and retailers. Identify the channel of distribution being adopted by the company.
- Zero level channel
  - One level channel
  - Two level channel
  - Three level channel
34. In the Kirana stores in smaller towns and villages, one will find the `1 or `2 shampoo-sachets instead of a big 200ml or 250ml bottle found in departmental stores in a large city of the same shampoo. Identify the factor affecting the pricing decision here
- External factor
  - Location of the organization
  - Raw Material
  - Competition
35. All of the following statements are true, except:
- Value-based pricing uses the buyers' perceptions of value as the key to pricing.
  - One method of identifying how much customers are willing to pay involves using a technique called trade-off analysis.
  - Going-rate pricing is the establishment of price based largely on those of competition, with much attention paid to costs or demand.
  - The information from the trade-off analysis provides managers with an idea of which features add more value than they cost.
36. Assertion (A): Companies unveiling a new technology favour setting high prices.  
Reason (R): They do so to stall the entry of competitors into the market.
- Both A and R are incorrect
  - Both A and R are correct
  - A is correct and R is incorrect
  - A is incorrect and R is correct
37. Assertion (A): Purchase decisions are not based on how customers perceive prices but, on the marketer's, stated price.  
Reason (R): Customers may have a lower price threshold, below which prices signal inferior or unacceptable quality, and an upper price threshold where the product appears not worth the money.

- a) Both Assertion and Reason are correct and Reason is the correct explanation for Assertion
- b) Both Assertion and Reason are correct and Reason is not the correct explanation for Assertion
- c) Assertion is true but Reason is false
- d) Assertion is false but Reason is true

38. Assertion: Adjustment and modifications need to be made in the product's marketing mix as the product moves through its product life cycle.

Reasons: Marketing mix changes due to changes in the environment, buyer behavior, and the composition of the market.

- a) Both Assertion and Reason are correct and Reason is the correct explanation for Assertion
- b) Both Assertion and Reason are correct and Reason is not the correct explanation for Assertion
- c) Assertion is true but Reason is false
- d) Assertion is false but Reason is true

**End of the Question Paper**