

**INDIAN SCHOOL MUSCAT**  
**SECOND PRE-BOARD EXAMINATION**  
**APRIL 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.	a) Verbal Phrases	1
ii.	c) Extraversion	1
iii.	d) Edit	1
iv.	(a) Narcissistic personality disorder	1
v.	(c) Labourer	1
vi.	A green job is defined as one that helps bring about and maintain transition to environmentally sustainable forms of production and consumption.	1
Q 2.	<b>Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)</b>	
i.	a) Satisfaction	1
ii.	a) Profit	1
iii.	c) Improvement in company's image	1
iv.	Marketing intermediaries	1
v.	c) Analytics	1
vi.	a) Consumer package	1
vii.	b) Label	1
Q3.	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>	
i.	b) Product modification	1
ii	a) Internal factors	1
iii.	Manufacturer	1
iv.	c) Online Marketing	1
v.	d) Public relations	1
vi.	c) Long	1
vii.	b) Going rate pricing	
Q4.	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	c) Emergency goods	1
ii.	c) Demand oriented pricing	1
iii.	a) Discriminatory pricing	1
iv.	b) Distribution	1
v.	sales promotion	1

vi.	c) Competence	1
Q5.	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	d) Industrial goods	1
ii.	a) Dual pricing	1
iii.	c) Money value	1
iv.	b) Zero level channel of distribution	1
v.	a) Penetrating	1
vi.	a) Intangibility	1
Q6	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	c) Decline stage	1
ii.	a) Direct	1
iii.	a) Warehouse	1
iv.	d) Exchange	1
v.	b) Remind	1
vi.		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.	Any relevant answer.	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2}$ $\frac{1}{2} = 2$
Q8.	<ul style="list-style-type: none"> <li>• Intrinsic motivation It includes activities for which there is no apparent reward but one derives enjoyment and satisfaction in doing them. It occurs when people are internally motivated to do something because it brings them pleasure. They think it is important or feel what they are learning is significant. Incentives related to the motive or goal can satisfy one's needs.</li> <li>• Extrinsic motivation It arises because of incentives or external rewards. Lack of motivation or incentives may lead to frustration, for example, employees who are kept on contractual basis for a long time may get frustrated and leave an organisation.</li> </ul>	1+1=2
Q9.	Rooftop rainwater harvesting Cycle-run water pumps (Or any relevant answer.)	1+1=2
Q10.	1. First, you must ensure that LibreOffice Impress is installed on your computer. 2. Type 'LibreOffice Impress' in the search bar of Windows. 3. Select LibreOffice Impress from the search result 4. LibreOffice Impress will open. Cancel the 'Select a template' dialog box. 5. A blank presentation will open	1+1=2
Q11.	A startup is a company that is in the first stage of its operations.	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.	a) Promotion focuses on communicating with the target market.	

	b) Promotion, thus, <i>informs, persuades</i> and <i>reminds</i> the target group of the availability of the product, the place where it is available, and the price of the product.	1+1=2
Q13.	a) The truth about the product is discussed by people who have experienced it themselves. b) Majority of the sources used by consumers in India relate to advocacy or the reviews of others.	1+1=2
Q14.	1. Reliable place to gain new customers and followers. 2. Increased followers and reach the target audience. (Or any relevant points)	2
Q15.	1. Brand Awareness 2. Measure Impact 3. Acquiring Valuable Customers 4. Use of Analytics 5. Better medium 6. Customer Analysis (Any two points)	1+1=2
Q16.	Simultaneity: In most of the cases production and consumption goes in simultaneously. A consumer has always to be present in the service factory, either the service provider comes to him (plumber) or he goes to service provider (hair salon). This simultaneity develops much more close contact with the customer. Thus, in-service production and consumption can't be separated. Heterogeneity: No two services can be the same, because services depend to a large extent on human actions and interactions between customers and providers. Since production and consumption goes in simultaneously, there is no chance to rectify a faulty product before it reaches the customer. Thus, heterogeneity makes it difficult to standardise the quality of service.	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.	The main purpose of all marketing activities is to satisfy the customers. Thus product is an end (satisfaction of customers) and the producer, therefore, must insist on the quality of the product so that it may satisfy the customers' needs. It has been observed that the life of low quality products in the market is limited.	1+1+1=3
Q18.	Price of raw material Cost of manufacturing Market condition Competition in the market Brand and quality of product (Any three points)	1+1+1=3
Q19.	Facilitating Functions: a) These functions facilitate both the transaction as well as physical exchange of goods. These facilitating functions of the channel include post-purchase service and maintenance, financing, market information etc. b) Sellers provide necessary information to buyers in addition to after sales services and financial assistance in the form of Sale on credit. c) Similarly, traders are often guided by manufacturers to help them in selling goods, while the traders also inform manufacturers about the customers' opinions about the products.	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.	The components of the product include core product, associated features, brand name, logo, package and label.	4
Q21.	<ol style="list-style-type: none"> <li>1. Where the demand is relatively inelastic, as the customers know little about the product and close rivals are few.</li> <li>2. Where the market can be broken down into segments with different price elasticity of demand.</li> <li>3. Where little is known about price elasticity of the product.</li> <li>4. Where there is minimum risk and one can move up in the prices.</li> <li>5 Where the firm is making an effort to „up market“ its product so as to improve further on quality, service and expenditure on marketing costs and so capitalizes on its efforts. (Any four points)</li> </ol>	1+1+1+1=4
Q22.	<ul style="list-style-type: none"> <li>• Collection of goods</li> <li>• Time Utility</li> <li>• Transportation</li> <li>• Financing</li> <li>• Customer Education</li> <li>• Spokesperson of Customers(Any four points)</li> </ul>	1+1+1+1=4
Q23.	Students can explain advantageous of social media platform in promoting commodities during this Pandemic	1+1+1+1=4
Q24.	<p>Increases sale  Salesmanship  Steady demand  Improvement in Quality  Facility of Purchasing  (Any relevant points )</p>	1+1+1+1=4