

INDIAN SCHOOL MUSCAT
FIRST PRE-BOARD EXAMINATION
MARKETING (812)

SET A

CLASS: XII
12.01.2020

MARKING SCHEME SUBJECT [THEORY]

Time Allotted: 3 Hrs.
Max. Marks: 60

Answers

PART A: Employability Skills (10 Marks)

Marks
(with split
up)

Answer any 4 questions out of the given 6 questions

1.	Answer: (d) Both (a) and (b)	1 Mark
2.	Answer: (b) Bargaining	1 Mark
3.	Answer: (d) Rahul learns from the feedback and makes his project work better	1 Mark
4.	Answer: False: ICT stands for Information and Communication Technology	1 Mark
5.	Answer: (b) Economic	1 Mark
6.	Answer: (a) Renewable energy (b) Green building (c) Well-managed (Sustainable) transport (d) Water management (e) Waste management (f) Land management (Any Two)	1 Mark

Answer any 3 questions out of the given 5 questions

7.	Answer: (a) Inflammable (b) Railway Crossing	1 + 1 = 2 Marks
8.	Answer: (a) Self-belief (b) Hard work (c) Positive Attitude (d) Commitment (Any other relevant qualities)	1 + 1 = 2 Marks
9.	Answer: (a) Gmail (b) Message / Mobile Messaging	1 + 1 = 2 Marks
10.	Answer: (a) "No". Ravi is not an entrepreneur (b) "Yes". Savita is an entrepreneur	1 + 1 = 2 Marks
11.	Answer: Sustainability is the development that satisfies the needs of the present without compromising the capacity of future generations, guaranteeing the balance between economic growth, care for the environment and social well-being	1 + 1 = 2 Marks

Part B: Subject Skills (50 Marks):		
Answer any 10 questions out of the given 12 questions		
12.	Answer: (c) To differentiate their products from those of competitors	1 Mark
13.	Answer: (b) Convenience products	1 Mark
14.	Answer: (a) Introduction, Growth, Maturity, Saturation, Decline	1 Mark
15.	Answer (d) Expansion of business	1 Mark
16.	Answer: (b) Discriminatory pricing	1 Mark
17.	Answer: (c) Follow -the-leader price	1 Mark
18.	Answer: (d) Place or distribution activities.	1 Mark
19.	Answer: False	1 Mark
20.	Answer: (b) Convenience	1 Mark
21.	Answer: (b) It can be used to communicate even with those people who are illiterate.	1 Mark
22.	Answer: Publicity	1 Mark
23.	Answer: (c) Sales promotions	1 Mark
Answer any 5 questions from the given 7 questions		
24.	Answer: (a) Ensures protection to the product (b) Provides information about the product (c) Increases aesthetics and sales appeal (Any Two)	2 Marks
25.	Answer Depth refers to the assortment of sizes, colours and models offered within each product line. E.g.: LG manufactures different varieties or models of refrigerators and washing machines, etc.	2 Marks
26.	Answer: (a) True (b) True	1+1 = 2 Marks
27.	Answer: (A)--- (II) (B) --- (I) (C) --- (IV) (D) --- (III)	2 Marks
28.	Answer: (a) Facilitating (b) Consumer	1+1 = 2 Marks
29.	Answer (a) True (b) False	2 Marks
30.	Answer: (1) (a) Consumer promotion (2) (b) Personal Selling	1+1 = 2 Marks

Answer any 5 questions from the given 7 questions								
31.	Answer: <div><div>(i) Product is the focal point and all the marketing activities revolve around it</div><div>(ii) It is the starting point of planning. No marketing programme will commence if product does not exist</div><div>(iii) Product is an end. The main purpose of all marketing activities is to satisfy the customers</div></div>	3 marks						
32.	Answer: <div><div>(a) Product Line: is a group of products that are closely related, either because they function in a similar manner or are sold to the same customer groups or are marketed through the same types of outlets, or fall within given price ranges</div><div>(b) Product Positioning: It refers to the manner in which a product is offered to a particular customer of a particular segment for the aim to meet the customer's needs</div><div>(c) Product Standardization: Standardization implies a limitation of the number of varieties or the types of uniform quality that can be manufactured so as to reduce the unnecessary varieties</div></div>	1 X 3 = 3 Marks						
33.	Answer: Break even pricing is the practice of setting a price point at which a business will earn zero profits on a sale. BEP = Total Fixed Cost / Selling Price per unit – Variable cost per unit The equilibrium establishes at a point where total revenue is equal to total cost and the firm enters into ‘Break-even’ a situation of ‘no profit, no loss’.	1 X 3 = 3 Marks						
34.	Answer: <div><div>(a) Discrimination on the basis of customer segment – the product / service is sold at different prices to different customer groups.</div><div>(b) Locational discrimination – the product is sold at different prices at two places even though the cost is the same at both the places.</div><div>(c) Time discrimination – Prices differ according to the season or time of the day. Public utilities like taxi charge higher rate at night.</div></div>	1 X 3 = 3 Marks						
35.	Answer: Advantages <div><div>1. Captive audience</div><div>2. Longer video</div><div>3. Larger screen</div></div> Limitations <div><div>1. Only selective audiences who visit the hall witness the advertisement.</div><div>2. High distractions</div><div>3. High costs</div></div>	1 ½ + 1 ½ = 3 Marks						
36.	Answer: <table><tr><th>Personal Selling</th><th>Sales Promotion</th></tr><tr><td>Objective of personal selling is to create awareness and build a long term relationship</td><td>Objective of sales promotion is to increase the sales and dispose of stocks in a short time</td></tr><tr><td>Personal Selling is face-to-face interaction</td><td>Sales Promotion has no interaction</td></tr></table>	Personal Selling	Sales Promotion	Objective of personal selling is to create awareness and build a long term relationship	Objective of sales promotion is to increase the sales and dispose of stocks in a short time	Personal Selling is face-to-face interaction	Sales Promotion has no interaction	1 X 3 = 3 Marks
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37.	<p>Answer:</p> <p>Disadvantages of Online Marketing</p> <ol style="list-style-type: none">1. Impersonal: marketing can become impersonal, due to the virtual nature of message and content delivery.2. Competitive: Online marketing can also be crowded and competitive.3. Catching Attention: Companies investing in online marketing may find visitors' attention is difficult to capture due to the number of business also marketing their products and services online.	<p>1 X 3 = 3 Marks</p>								
Answer any 3 questions from the given 5 questions										
38.	<p>Answer</p> <p>Unsought Products are products that are available in the market but the potential buyers do not know about their existence or there do not want to purchase them.</p> <p>Types:</p> <ol style="list-style-type: none">(a) Regularly Unsought Products: The products which exist but the consumers do not want to purchase them as of now, but might eventually purchase them. Example: Life Insurance Products or Doctor's services.(b) New Unsought Products: The marketers' task is to inform target consumers of the existence of the product, stimulate demand and persuade them to buy the product. Example: Oral Polio Vaccine <p>Marketing Strategy:</p> <ol style="list-style-type: none">(a) Price: It varies from product to product.(b) Promotion: Personal selling and aggressive advertising by producer and seller.(c) Place: It depends upon the product.(d) Product: Life insurance, Red Cross Blood Donations, etc.	<p>1Mark 2 Marks ½ X4 = 2 marks =5 Marks</p>								
39.	<p>Answer:</p> <ol style="list-style-type: none">(a) To determine firm's Competitive Position and Market share(b) To achieve the financial goals of the company-(c) To determine the quantum of production(d) To determine the product positioning and distribution in the market(e) To determine the quality and variants in production(f) To establish consistency with the other variables in the marketing mix (Any Five)	<p>1 X 5 = 5 Marks</p>								
40.	<p>Answer:</p> <ol style="list-style-type: none">(a) Storage: Wholesaler keep the goods assembled by them in their warehouse to supply them to retailers(b) Grading and Packing: Wholesalers grade and package the goods according to certain standards which they have purchased from different manufacturers	<p>1 X 5 = 5 Marks</p>								

	<p>(c) Financing: Wholesalers provide financial accommodation to both the manufactures and the retailers</p> <p>(d) Risk taking: Wholesalers assume risks of changes in prices and demands, spoilage of goods, and bad debts in the process of distribution of goods.</p> <p>(e) Promotion: They perform advertising and other sales promotion activities in order to promote the sale of their product.</p>	
41.	<p>Answer:</p> <p>(a) Free Accommodation - Particularly for hotel industry, the offer now extends to be “two nights for price of one.</p> <p>(b) Holiday Vouchers - Some companies give cash discount, traveller cheques, duty-free shopping voucher, etc.</p> <p>(c) Discount coupons: In India firms like include Snapdeal.com, Sodexo,etc provide discount coupons which can be redeemable. Snapdeal.com provides discount vouchers for health and beauty, entertainment and adventures, mobiles, apparel, lifestyle, electronics and travel categories.</p> <p>(d) Two-for One Flights: Especially budget airlines offer this facility.</p> <p>(e) Insurance Offers - Mostly the car manufacturers provide free insurance for the first year as part of sales promotion during slack season.</p>	<p>1 X 5 = 5 Marks</p>
42.	<p>Answer:</p> <p>(a) Twitter:</p> <p>(i) It is the second most popular social media platform.</p> <p>(ii) It allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers' Home timelines.</p> <p>(iii) Tweets can contain text, Hash tag, photo, video, Animated GIF, or links to the product's website and other social media profiles, etc.</p> <p>(iv) Twitter is also used by companies to provide customer service.</p> <p>(b) LinkedIn:</p> <p>(i) It is, a professional business-related networking site, allow companies to create professional profiles for themselves as well as their business to network and meet others.</p> <p>(ii) Through the use of widgets, members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page.</p> <p>(iii) LinkedIn provides its members the opportunity to generate sales leads and business partners.</p> <p>(iv) LinkedIn has 26.27 million male and 10.73 million female users in India</p>	<p>2 ½ + 2 ½ = 5 Marks</p>