



INDIAN SCHOOL MUSCAT
FIRST PRE – BOARD EXAMINATION
MARKETING 812

CLASS: XII

18.01.2020

Time Allotted: 3 Hrs.

Max. Marks: 60

General Instructions:

- This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.
- **Part A: Employability Skills (10 Marks)**
 - (a) Answer any 4 questions out of the given 6 questions of 1 mark each.
 - (b) Answer any 3 questions out of the given 5 questions of 2 marks each.
- **Part B: Subject Skills (50 Marks):**
 - (a) Answer any 10 questions out of the given 12 questions of 1 mark each.
 - (b) Answer any 5 questions from the given 7 questions of 2 marks each.
 - (c) Answer any 5 questions from the given 7 questions of 3 marks each.
 - (d) Answer any 3 questions from the given 5 questions of 5 marks each.
- **This question paper contains 42 questions out of which 30 questions are to be answered.**
- All questions of a particular part/section must be attempted in the correct order.
- The maximum time allowed is 3 hrs.

Part A: Employability Skills (10 Marks)**Answer any 4 questions out of the given 6 questions.**

1. Why do we send emails? 1
 - (a) To communicate information (b) To share documents and files
 - (c) To talk to each other (d) Both (a) and (b)
2. Which of the following is not a self-management skill? 1
 - (a) Problem solving (b) Bargaining (c) Understanding self (d) Confidence building
3. Rahul gets feedback on his project work from his class teacher. Which of these options demonstrates positive attitude in this situation? 1
 - (a) Rahul ignores the feedback.
 - (b) Rahul takes the feedback but does not use it.
 - (c) Rahul tells others that the teacher is wrong.
 - (d) Rahul learns from the feedback and makes his project work better
4. State whether the following statement is 'True' or 'False'. 1
The full form of ICT is Information Commuting Technology.

5. Business is a (an) _____ activity. 1
 (a) Social (b) Economic (c) Hazardous (d) Selling
6. Name any two components of a green economy. 1

Answer any 3 questions out of the given 5 questions.

7. Given are two images of visual communication. Give the message being communicated. 2

(a)



(b)



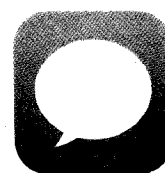
8. State two qualities of self-confident people. 2

9. Identify and name the given default Apps installed on smartphones and simple mobile phones 2

(a)



(b)



10. Read the following statement and write "Yes" or "No" as to whether the person is an entrepreneur or not. 2

- (a) Ravi made tea for his friends in the office. Everyone liked the tea very much and told him that he is very good at making tea.
- (b) Savita, a house wife, needs extra money for her kids' tuition. She notices that in the afternoon, the children coming out of a nearby college look tired and hungry. She makes refreshing Neembu Pani and Samosas and sells them to the students.

11. What is sustainable development? 2

Part B: Subject Skills (50 Marks)

Answer any 10 questions out of the given 12 questions.

12. One of the key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing. 1
 (a) To make products easily visible and available
 (b) To promote sales of products
 (c) To differentiate their products from those of competitors
 (d) To do marketing surveys
13. Bread and milk are which kind of products? 1
 (a) Specialty Products (b) Convenience products
 (c) Shopping products (d) Unsought products

14. The various stages in the life cycle of a product are listed in the following order : 1
- (a) Introduction, Growth, Maturity, Saturation, Decline
 - (b) Introduction, Growth, Saturation, Maturity, Decline
 - (c) Growth, Introduction, Saturation, Maturity, Decline
 - (d) Introduction, Maturity, Saturation, Growth, Decline
15. Out of the following _____ is NOT an objective of pricing. 1
- (a) Profit (b) Stabilising demand and sales of the product
 - (c) Improvement in product quality (d) Expansion of business
16. Which of the following pricing strategies is NOT ideal for new products? 1
- (a) Market-Skimming (b) Discriminatory Pricing
 - (c) Promotional Pricing (d) None of these
17. If one of the firms in an industry sets the price of the product and all other firms sell at the same price, it will be called 1
- (a) Non-competitive price (b) Option less price
 - (c) Follow-the-leader price (d) Non-discriminatory price
18. The way in which the product is delivered to meet the customers' needs refers to: 1
- (a) New product concepts and improvements (b) Selling
 - (c) Advertising and promotion activities (d) Place or distribution activities.
19. State whether the following statement is 'True' or 'False'. 1
- The materials and ingredients used in producing the product are obtained from other companies who are referred to as distributors.
20. While considering the place for a product which of the following is important for customer. 1
- (a) Communication (b) Convenience (c) Cost (d) Solution
21. With reference to Newspaper Advertising, one of the following statements is NOT correct : 1
- (a) It is suitable for consumer products of mass appeal.
 - (b) It can be used to communicate even with those people who are illiterate.
 - (c) It is a good source of income to newspapers.
 - (d) (d) Cost of advertisement per reader is relatively low.
22. Fill in the blank with the appropriate option: 1
- _____ is the best promotion tool in any type of marketing. (Communication / Publicity)
23. Which of the following is NOT a form of media advertising? 1
- (a) Television (b) Radio (c) Sales promotions (d) Newspapers

Answer any 5 questions from the given 7 questions.

24. State any two functions performed by package of a product. 2
25. In product mix, what does the term 'Depth' refer to? Give an example. 2
26. State whether the following statement is 'True' or 'False'. 2
- (a) The key to successful pricing is to match the product with the consumer's perception of value

(b) Price is the only part of the marketing mix that does not generate costs
27. Identify the correct sequence of alternatives given in Column II by matching them with respective terms in Column I. 2

Column - I	Column - II
(A) Cost-oriented pricing	(I) The difference between the cost of a good or service and its selling price.
(B) Mark-up Pricing	(II) Setting prices that takes into account the company's profit objectives
(C) Break-even Pricing	(III) Fixing the price as per the market trend
(D) Going rate pricing	(IV) Business will earn zero profits on a sale.

28. Fill in the blank with the appropriate option: 2
- (a) A customer bought a product and has defect and post purchase service is desired by customer then_____ function of channel of distribution is performed. (transactional/facilitating)

(b) Four participants of distribution system are manufacturers, intermediaries, facilitating agencies, and _____. (retailer/consumer)\
29. State whether the following statement is 'True' or 'False'. 2
- (a) Distribution channel intermediaries are middlemen who play a crucial role in the distribution process.

(b) A distributor has close relationship with the producer and consumer.
30. Choose the correct alternative: 2
- (1) To increase impulsive buying the best suited promotion tool is –

(a) Consumer Promotion (b) Advertising (c) Publicity (d) Personal Selling

(2) You give the message depending upon individual customer. It is known as-

(a) Advertising (b) Personal Selling (c) Publicity (d) Trade Promotion

Answer any 5 questions from the given 7 questions.

31. What is the importance of a product in marketing activities? 3
32. Explain the following terms: 3
- (a) Product line
 - (b) Product positioning
 - (c) Product standardisation
33. What is breakeven pricing strategy? How is it calculated? 3
34. In discriminatory pricing strategies, what do the following forms of discrimination mean? 3
- (a) Discrimination on the basis of customer segment
 - (b) Locational discrimination
 - (c) Time discrimination
35. Give any three advantages and any three limitations of Cinema advertising 3
36. Give any three distinctions (column wise) between Personal Selling and Sales Promotion. 3
37. Give any three disadvantages of Online Marketing. 3

Answer any 3 questions from the given 5 questions.

38. What are unsought products? Name the two types of unsought products. What type of marketing strategy do you suggest for marketing unsought goods? 5
39. Briefly explain the importance of pricing for a firm. 5
40. Discuss on the following functions of a 'wholesaler' 5
- (a) Storage
 - (b) Grading And Packing
 - (c) Financing
 - (d) Risk-taking
 - (e) Promotion
41. 'Off the shelf' is an important type of sales promotion. Give any five ways by which this way of promotion is used marketing. 5
42. Social media marketing is fast becoming very popular among marketers. How can the following social media marketing platforms help the marketers? 5
- (a) Twitter
 - (b) LinkedIn

End of the Question Paper