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A



INDIAN SCHOOL MUSCAT HALF YEARLY EXAMINATION

MARKETING

CLASS: XII

Sub. Code: 812

Time Allotted: 3 hours

29.09.2019

Max. Marks: 60

General Instructions:

- a) Question paper is divided into two sections: Section- A and Section- B
- b) **Section- A**
 - i. Multiple choice questions/ fill in the blanks questions of 1 mark each. Answer any 10 questions out of the given 12 questions.
 - ii. Very short answer of 2 marks each. Answer any 5 questions from the given 7 questions.
 - iii. Short answer of 3 marks each. Answer any 5 questions from the given 7 questions.
- c) **Section- B:** Long/ essay type questions of 5 marks each. Answer any 5 questions from the given 7 questions.
- d) This question paper contains 33 questions out of which 25 questions are to be attempted.

SECTION - A

Answer any 10 questions out of the given 12 questions

1. Which of the following is a Shopping Product?
 - a) TV Set
 - b) Raw Materials 1
 - c) Sugar
 - d) Milk
2. With which are labelling and packaging associated?
 - a) Price mix
 - b) Product mix 1
 - c) Promotion mix
 - d) Place mix
3. Which of the following products is bought for further processing?
 - a) Consumer product
 - b) Service 1
 - c) Industrial product
 - d) Speciality good

4. The process of designing, managing and improving the movement of product through the supply chain is called 1
 - a) Logistic
 - b) Raw materials
 - c) Packaging
 - d) Marketing
5. Price (P) is an important factor for effective marketing. What are the other P's 1
 - a) Product, Promotion, Place
 - b) Product, Place, Persuasion
 - c) Place, Pride, Person
 - d) Product, Person, Place
6. Under this pricing policy, different customers are charged different prices 1
 - a) Skimming- the- cream
 - b) Penetrating
 - c) Follow the leader
 - d) Discriminating
7. Skimming- the- cream pricing policy should not be adopted when 1
 - a) The product is new and is a speciality good
 - b) Heavy expenses have been incurred
 - c) Demand is to be restricted to the level which can be easily met
 - d) The demand for the product is highly elastic
8. 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

Fill in the blanks

9. _____ is the amount of money which is charged by a seller from a buyer for the combined assortment of a product and its accompanying services. 1
10. _____ covers all the activities required to physically move goods from manufacturer to the customer. 1
11. Harihar General Store in your locality keeps all kinds of goods required by local residents for their daily use. This is an example of _____ shop. 1
12. _____ refers to the process of keeping the goods, purchased from different places at a particular place. 1

2 marks questions - Answer any 5 questions from the given 7 questions.

13. Why is pricing important for the consumers in the process of decision making? 2

14. What is penetrating pricing policy? 2
15. Differentiate between cost and price. 2
16. What are Speciality Goods? Give two examples. 2
17. Describe the zero level channel of distribution. 2
18. Explain any two factors influencing the selection of distribution channels. 2
19. Define product. 2

3 marks questions - Answer any 5 questions from the given 7 questions

20. Write down the basic features of unsought goods. 3
21. Give the classes of consumer goods. 3
22. What is the role of a middleman? 3
23. What is branding? Explain its features. 3
24. Product differentiation causes price variation in a firm's products. Explain the statement. 3
25. Differentiate between wholesalers and retailers. 3
26. Airline and other travel companies use discriminatory pricing regularly, as they sell travel products and services simultaneously to different market segments. Examine the above pricing policy and the situations where it can occur. 3

SECTION - B

5 marks questions - Answer any 5 questions from the given 7 questions

27. "What is convenience product for one person may be a shopping product for another." Explain with the help of examples. 5
28. Define product life cycle. What are different stages of product life cycle? Use the diagram. 5
29. State the meaning and importance of 'Place' in marketing mix. 5
30. A company has to keep in mind various factors while determining the price of a product. Explain the factors affecting pricing strategy of a company. 5
31. Discuss the various methods of price determination. 5
32. According to Peter F. Drucker 'Channels are primary and products are secondary'. Examine their role in distribution of goods. 5
33. "Pricing is not an end in itself, but a means to achieving certain objectives of the marketing department of a firm." Discuss. 5

End of the Question Paper