

INDIAN SCHOOL MUSCAT
CLASS: 12
HALF YEARLY EXAMINATION
MARKETING (812)
SET - A

QP.NO.	VALUE POINTS	SPLIT UP MARKS
1.	a) TV Set	1
2.	b) Product mix	1
3.	c) Industrial product	1
4.	a) Logistic	1
5.	a) Product, Promotion, Place	1
6.	d) Discriminating	1
7.	d) The demand for the product is highly elastic	1
8.	c) Follow- the- leader price	1
9.	Price	1
10.	Physical Distribution	1
11.	Retail	1
12.	Assembling	1
13.	<ol style="list-style-type: none"> 1. Helpful in decision making 2. Helps in satisfaction of needs 3. Helps determine the purchasing power and the standard of living of the consumer 4. Enhancement in social welfare 	Any two – 1+1
14.	Penetration pricing helps the product penetrate into market to hold a position. Adopt a low price in the initial period	2
15.	Cost is the expense Price is the amount a consumer is willing to pay	1+1
16.	Goods with unique characteristics or brand identification Special purchasing effort Eg. Cars, High- end watches, Diamond Jewelry....	1+1
17.	Goods are made directly available by the manufacturer to customer without involving any intermediary.	2
18.	<ol style="list-style-type: none"> 1. Factors pertaining to product 2. Factors pertaining to consumer or market 3. Factors pertaining to the middlemen 	1+1
19.	Product is anything that can be offered to someone to satisfy a need or a want	2
20.	<ol style="list-style-type: none"> 1. Buyers do not know about their existence 2. They do not want to purchase them 3. Personal selling and aggressive advertising 4. Price varies from product to product 5. Life insurance policies 	(Any 3) - 3
21.	Consumer goods – 2 types – Durable and Non- Durable Based on Shopping nature <ol style="list-style-type: none"> 1. Convenience products 2. Shopping products 3. Speciality products 4. Unsought products 	1 +2
22.	Direct negotiation between buyer and seller Identify the needs of the buyer and the manufacturer	1+1+1

	Perform various functions- buying , selling, assembling , grading																			
23.	Action of marketing with a brand icon <ul style="list-style-type: none">• A name or a term• Give identity to the goods• Differentiate from competitors• Legal protection• Brand image and loyalty	1+2																		
24.	Product differentiation lower costs, creates better products, competitive advantage, organizational performance	3																		
25.	<table><tr><th>Wholesalers</th><th>Retailers</th></tr><tr><td>Large quantity</td><td>Small quantity</td></tr><tr><td>Small no. of items</td><td>Large no. of items</td></tr><tr><td>1st outlet</td><td>2nd outlet</td></tr><tr><td>Sells to retailers</td><td>Sells to consumers</td></tr><tr><td>Location not important</td><td>Important</td></tr><tr><td>Window display not important</td><td>Important</td></tr><tr><td>Low margin of profits</td><td>Higher margin</td></tr><tr><td>No after sales service</td><td>after sales service</td></tr></table>	Wholesalers	Retailers	Large quantity	Small quantity	Small no. of items	Large no. of items	1 st outlet	2 nd outlet	Sells to retailers	Sells to consumers	Location not important	Important	Window display not important	Important	Low margin of profits	Higher margin	No after sales service	after sales service	1+1+1
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26.	Price discrimination or dual pricing. Airlines have adopted the basis of dual pricing on the basis of customer segmentation Customer segment Product form Locational discrimination Time discrimination Image discrimination	1+2																		
27.	Convenience product – customer purchases frequently with minimum effort and time Eg- soft drinks, emergency goods	1																		
	Shopping product- consumer make due comparison on the basis of quality, price, style etc Eg. TV, wrist watch etc	1																		
	When a customer while purchasing a Convenience product makes more effort and spends more time to make a buying decision, it becomes a shopping product.	2																		
	When a consumer does not make comparison on the basis of quality price or style, it becomes Convenience product Eg- fruits and vegetables bought with special effort TV bought out of impulse	1																		
28.	Indicates the sale and profit of the product over a period of time <ul style="list-style-type: none">- Introduction- Growth- Maturity- Decline (Explain briefly)	1																		
	Diagram	3																		
		1																		
29.	Place – availability of product Customer satisfaction increases Refers to channel Explains intermediaries Transfer of title 4 participants	1 + 4																		

30.	Cost of product Demand for the product Price of competitors Government regulations Social factors	5
31.	Demand oriented pricing Cost oriented pricing Competition oriented pricing Value based pricing	5
32.	Functions performed by channel of distribution 1. Transaction function 2. Logistical function 3. Facilitating function Conclusion	$\frac{1}{2}$ 4 $\frac{1}{2}$
33.	Objectives of pricing 1. Profitability Objectives 2. Market related Objectives 3. Public relation Objectives	5