



INDIAN SCHOOL MUSCAT
FINAL EXAMINATION
MARKETING

CLASS: XII

Subject Code: 812

Time Allotted: 3 Hrs.

11.11.2019

Max. Marks: 60

General Instructions:

(i) This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.

(ii) 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.

(iii) Part B: Subject Skills (40 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.

(iv) This question paper contains 42 questions out of which 30 questions are to be answered.

(v) All questions of a particular part/section must be attempted in the correct order.

(vi) The maximum time allowed is 3 hrs.

PART A: Employability Skills (10 Marks)

1. A commercial business letter is written in-----language. (Choose the correct alternative) 1
 - (a) Formal
 - (b) Informal
 - (c) Formal and Informal
 - (d) None of these

2. Which one is a good leadership skill to have? (Choose the correct alternative) 1
 - (a) Be willing to take risks
 - (b) Be able to negotiate
 - (c) Save time or money for the company by analyzing business needs
 - (d) All of the above

3. Ctrl + C is used to: (Choose the correct alternative) 1
 - (a) Copy the selected text
 - (b) Cut the selected text
 - (c) Paste the selected text
 - (d) Print the selected text

4. Which one of the following is not an input device? (Choose the correct alternative) 1
 - (a) Optical mark reader
 - (b) Optical character reader
 - (c) Key-board
 - (d) Monitor

5. What are green jobs? 1

6. The experience of feeling competent to cope with the basic challenges in life and of being worthy of happiness is.....? (Choose the correct alternative) 1
 - (a) Arrogance
 - (b) Self-esteem
 - (c) Wishful thinking
 - (d) Self-efficacy

7. (a) State whether the following statements are 'True' or 'False' 2
 Email cannot be sent to more than one person at a time.
 (b) You want to send an e-mail message to your friend Sushil. In which order will you perform the given steps to write and send an e-mail to him? (Choose the correct alternative)
 (i) Type Sushil's e-mail address, subject and message
 (ii) Click on the Compose button
 (iii) Click Send
 (iv) Open your e-mail account.
 (a) (iv)>(ii)>(i)>(iii) (b) (iv)>(i)>(ii)>(iii) (c) (iv)>(i)>(iii)>(ii) (d) (iii)>(i)>(ii)>(iv)
8. State whether the person engaged in the activity mentioned below is an 'Entrepreneur' or an 'Employee'. 2
 (a) Shahid becomes the manager of a dealership selling food products. He is an _____
 (b) Ritu leaves the company she worked for and starts catering food for marriage programmes. She is an _____.
9. (a) Classify the following natural resources as 'renewable' or 'non-renewable' 2
 (i) Petroleum (ii) Solar energy
 (b) What does conservation of energy mean? (Choose the correct alternative)
 (i) Saving energy
 (ii) Producing energy
 (iii) Using energy inefficiently
 (iv) Creating energy sources
10. Match the following 2

Column A	Column B
1. Customer needs	A. Arun and Shyam decide to give free biscuits along with selling tea.
2. Attract customers	B. Shyam takes his tea samples to customers to understand their taste preferences

11. Who is a green consumer and what are eco-friendly products? 2

Part B: Subject Skills (50 Marks)

12. Price indicates the -----which a buyer is ready to exchange for purchase of certain good or service. 1
 (a) Satisfaction (b) Money value
13. If the supplier charges a high price for inputs, the manufacturer shifts this burden to the ----- by charging a higher price for the final product 1

14. _____ is a pricing strategy for newly introduced products that results in a high initial product price. This price is reduced over time as demand at the higher price is satisfied. (Choose the correct alternative) 1
(a) Prestige pricing (b) Price lining (c) Skimming (d) Incremental pricing
15. A form of distribution in which manufacturer makes an agreement, with a middleman in each market area specifying that the distribution of the product within that is to be confined solely to that middleman is known as: (Choose the correct alternative) 1
(a) Inclusive distribution (b) Exclusive distribution
(c) Selective distribution (d) Price distribution
16. Promotion mix contain(s): (Choose the correct alternative) 1
(a) Advertisement (b) Sales Promotion (c) Publicity (d) All of these
17. A consumer contest is an example of _____. (Choose the correct alternative) 1
(a) Personal selling (b) Sales promotion (c) Advertising (d) Indirect selling
(b)
18. Which promotional technique from the following will help to increase the sale of product among the existing customers itself? (Choose the correct alternative) 1
(a) Premium and bonus offer (b) Free samples (c) Discount offers (d) Free gifts
19. Sales promotions provide customer satisfaction and are likely to build long-term customer loyalty. 1
20. As the Internet continues to grow in importance as a mechanism for booking travel, the travel agents role is becoming greater. 1
21. Service marketing is the same as _____.: (Choose the correct alternative) 1
(a) Transaction marketing (b) Relationship marketing
(c) Internal marketing (d) Outdoor marketing
22. Digital Marketing is the same as: (Choose the correct alternative) 1
(a) Online marketing (b) Cross-selling
(c) Website designing (d) Door-to-door marketing
23. Why has web marketing become a popular form of marketing? (Choose the correct alternative) 1
(a) It is much cheaper than other forms and often more effective
(b) Television advertising is being offered less
(c) It is easier than traditional marketing
(d) It has been heavily advertised
24. Define 'Price'. 2
25. How does 'Product differentiation' influence the pricing decision for a product? 2
26. How do the following factors affect the selection of channel of distribution? 2
(a) Perishability
(b) Size and weight

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| 27. | What is zero level channel of distribution? | 2 |
| 28. | What are 'Above-the-line (ATL)' and 'Below-the-line (BTL)' promotional measures? | 2 |
| 29. | Define Sales Promotion. | 2 |
| 30. | State with reason whether following statements are 'True' or 'False'. | 2 |
| | (a) Media is the message. | |
| | (b) Brands and their fans never break up. | |
| 31. | Write a short note on 'Psychological pricing method' used by marketers. | 3 |
| 32. | Give any three distinctions (column wise) between 'Wholesaler' and 'Retailer' | 3 |
| 33. | Briefly explain any three functions performed by a 'Retailer'. | 3 |
| 34. | What are the functions performed by the various channels of distribution? | 3 |
| 35. | How is 'push strategy' different from a 'pull strategy' in a promotion mix? | 3 |
| 36. | State any three conditions where skimming pricing policy is highly effective. | 3 |
| 37. | Give the meaning of the following modes of advertising: | 3 |
| | (a) Print media | |
| | (b) Radio advertising | |
| | (c) Out of home advertising | |
| 38. | Discuss the external factors that a company must consider while determining the pricing for a product. | 5 |
| 39. | Give any five distinctions (column wise) between 'Advertising' and 'Sales Promotion' | 5 |
| 40. | Explain any five importance/functions performed by promotion element in the marketing mix. | 5 |
| 41. | Briefly explain the characteristics of services. | 5 |
| 42. | Briefly explain any five advantages of online marketing. | 5 |

End of the Question Paper