



INDIAN SCHOOL MUSCAT  
SECOND PERIODIC ASSESSMENT  
MARKETING (812)



CLASS: XII

MAX.MARKS: 20

DATE:6/5/2021

TIME ALLOWED: 40 MINUTES

INSTRUCTIONS:

1. Please read the instructions carefully.
2. This Question Paper consists of 8 questions.
3. All questions of a particular section must be attempted in the correct order.
4. Marks allotted are mentioned against each question.
5. **Make your handwriting legible. Scan your answer paper properly and upload it on time.**

**Answer each question in 20 – 30 words.(1 x 3 = 3 marks)**

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|--|---|
| 1. What do you mean by uncontrollable factors under pricing? | 1 |
| 2. Differentiate between cost and price                      | 1 |
| 3. Define Resale Price Maintenance.                          | 1 |

**Answer questions in 30– 50 words each (3 x 3 = 9 marks)**

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|---|---|
| 4. Define skimming pricing. Identify the various conditions where skimming pricing will be effective. | 3 |
| 5. Discuss any three areas where a marketer can fix discriminatory pricing policy?                    | 3 |
| 6. Why pricing is an important element in marketing mix? Explain in brief.                            | 3 |

**Answer questions in 50– 80 words each (4 x 2 = 8 marks)**

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|---|---|
| 7. Explain the objective of pricing.  | 4 |
| 8. Identify the external and internal factors which influence the pricing decision of any firm. | 4 |