

Roll Number

SET A



INDIAN SCHOOL MUSCAT
SECOND PRE-BOARD EXAMINATION
MARKETING

CLASS: XII

Sub. Code: 812

Time Allotted: 3 Hrs.

06.04.2021

Max. Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of 24 questions in two sections – Section A & Section B.
3. **Section A** has Objective type questions whereas **Section B** contains Subjective type questions.
4. Out of the given (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - a. This section has 06 questions.
 - b. There is no negative marking.
 - c. Do as per the instructions given.
 - d. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - a. This section contains 18 questions.
 - b. A candidate has to do 11 questions.
 - c. Do as per the instructions given.
 - d. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q1 Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)

- i. She was walking quickly to the mall. Identify the Phrase 1
 - (a) Verbal Phrases
 - (b) Prepositional Phrase
 - (c) Noun Phrase
 - (d) None of these
- ii. Gregarious, assertive and sociable. Identify the personality trait. 1
 - (a) Conscientiousness
 - (b) Agreeableness
 - (c) Extraversion
 - (d) Introversion
- iii. If Raghu wants to name the item 'Basmati rice' instead of 'rice', he can _____ it in the spreadsheet. 1
 - (a) Copy
 - (b) Cut
 - (c) Paste
 - (d) Edit
- iv. Which of the following is characterized by an extreme feeling of self-importance? 1
 - (a) Narcissistic personality disorder
 - (b) Borderline personality disorder
 - (c) Dependent personality disorder
 - (d) None of the above

- v. Salman tries new ideas as a tailor in a garment factory. 1
Salman is a/an _____.
(a) Entrepreneur (b) Wage employed person
(c) Labourer (d) Unskilled worker

- vi. Define Green Jobs 1

Q2. Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)

- i. Most of the users associate meaning with the product, they obtain _____ by using them. 1
(a) Satisfaction (b) Price (c) Promotion (d) Advertising

- ii. Management of a firm can make estimate of _____ at different levels of production at 1
different prices and can choose the best combination of production, volume and price.
(a) Cost (b) Profit (c) Price (d) Promotion

- iii. Different models of Apple mobiles have a good demand in the market in spite of being high 1
priced. Identify the pricing significance
(a) To determine firm's competition (b) To determine the quantum of production
(c) Improvement in company's image (d) To establish consistency

- iv. Every producer seeks to link together the set of _____ that best fulfill the firm's 1
objective.

- v. _____ on web or mobile app experiences can help determining which online 1
marketing channels are the most cost-effective at acquiring customers.
(a) Impact (b) Acquiring Valuable Customers
(c) Analytics (d) Customer Analysis

- vi. Canned sodas is an example of 1
(a) Consumer package (b) Bulk package
(c) Industrial package (d) None of these

- vii. The _____ is a strong sales tool and an integral part of purchase advertising. 1
(a) Package (b) Label (c) Price (d) Promotion

Q3. Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)

- i. Adjusting or improving your product's features, quality, pricing and differentiating it from other 1
products in the marking
(a) Product standardization (b) Product modification
(c) Product elimination (d) Product diversification

- ii. Create a survey to discover how the top 20% of our customers found the firm, and increase 1
investment in those marketing strategies by October 1. This is an example of
(a) Internal factors (b) External factors (c) Competition (d) Marketing decision

- iii. The starting point of distribution is 1
(a) Manufacturer (b) Producer (c) Consumer (d) Intermediaries

- iv. Centre Point collects email addresses on their website to advertise new products, sales, and events in their stores. Is an example of 1
- (a) Traditional Marketing (b) Social Media Marketing
(c) Online Marketing (d) None of these
- v. For a product promotion where the organisation is equally important which promotional strategy becomes more important. 1
- (a) Advertising (b) Personal selling
(c) Print media promotion (d) Public relations
- vi. The products of a lower price have a _____ chain of distributors. 1
- (a) Short (b) Minimum (c) Long (d) Less
- vii. Suggest the most suitable pricing strategy for products which are easily available in the market and have no variants. 1
- (a) Sealed Bid pricing (b) Going rate pricing
(c) Discriminatory Pricing (d) Value- based pricing
- Q4. Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)**
- i. _____ are typically distributed at a variety of retail stores so they will be readily available when needed. 1
- (a) Shopping goods
(b) Speciality goods
(c) Emergency goods
(d) Unsought goods
- ii. Price is fixed by simply adjusting it to the market condition. 1
- (a) Cost oriented pricing
(b) Competition oriented pricing
(c) Demand oriented pricing
(d) Value based pricing
- iii. Five Star hotels charge a lower price for their rooms during off – season 1
- (a) Discriminatory pricing
(b) Value based pricing
(c) Sealed bid pricing
(d) Going rate pricing
- iv. Channels of distribution help in _____ of goods by creating possession, place and time utilities. 1
- (a) Pricing
(b) Distribution
(c) Promotion
(d) Price
- v. _____ involves the making of a featured offer to defined customers within a specific time limit. 1
- vi. To what extent do employees possess the required skills and knowledge to perform the service? Is a question of which service quality? 1
- (a) Reliability (b) Access (c) Competence (d) Courtesy

Q5. Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)

- i. Identify the product. 1
They are used for non-personal and business purpose.
(a) Consumer goods
(b) Convenience goods
(c) Speciality goods
(d) Industrial goods
- ii. An airline may offer one price to an early customer and another, higher price to someone booking at the last minute. Is an example of 1
(a) Dual pricing
(b) Differential pricing
(c) Discriminatory pricing
(d) Leader pricing
- iii. The term price denotes _____ of a product 1
(a) Promotion
(b) Price
(c) Money value
(d) Right price
- iv. Eureka Forbes, the company which markets vacuum cleaners and water purifying equipment. It believes that if the market is in the customer's house, the best way to get there is to knock at the door. The company has clearly demonstrated that door-to-door selling can be effective in Indian conditions. This is an example of 1
(a) One level channel of distribution
(b) Zero level channel of distribution
(c) Two level channel of distribution
(d) Multi-level channel of distribution
- v. Word of mouth communication has always been popular in _____ markets. 1
(a) Penetrating
(b) Skimming
(c) Widen
(d) Maintain
- vi. No service can be examined before its enactment because of _____ 1
(a) Intangibility
(b) Simultaneity
(c) Heterogeneity
(d) Perishability

Q6. Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)

- i. Re-position the product is an option of which stage? 1
(a) Introduction stage
(b) Development stage
(c) Decline stage
(d) Maturity stage

- ii. There is a _____ relation between cost of production and price of a product. 1
- Direct
 - Indirect
 - Inverse
 - Opposite
- iii. Wholesalers keep the goods assembled by them in their _____ to supply them to retailers 1
- whenever require.
- Warehouse
 - Shops
 - Manufacturing units
 - Factories
- iv. Which of the following takes place at retailer's end? 1
- Promotion
 - Placing
 - Pricing
 - Exchange
- v. During the World War II Bourn Vita was in short supply, yet the company continued to advertise 1
- for the purpose.
- Inform
 - Remind
 - Persuade
 - Force
- vi. _____ keeps customers buying even when it is no more the cheapest and the best. 1
- Price
 - Promotion
 - Loyalty
 - Product

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)

Answer each question in 20 – 30 words.

- Q7. Write one sentence of each type — statement, question, exclamatory and order 2
- Q8. An individual's motivation may come from within or be inspired by others or events. 2
- Q9. Identify any two Green jobs in water conservation. 2
- Q10. Explain the steps to start LibreOffice Impress. 2
- Q11. Define Startups 2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

- Q12. Promotion is a fact of life and is essential for every business. Explain 2

- Q13. Lenovo says that they tend to rely on word-of-mouth in India. What is the reason? Justify 2
- Q14. How social media marketing supported businesses to survive during COVID-19 pandemic situation? Explain 2
- Q15. Discuss any two advantageous of using Online marketing. 2
- Q16. Explain the following characteristics of service: 2
- I. Simultaneity
 - II. Heterogeneity

Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)

- Q17. Product is an end. Explain. 3
- Q18. While setting prices for its products, i.e. goods or services, the business takes into account various aspects of production. Explain any three key variables in a firm's marketing plan. 3
- Q19. In the case of automobiles, computers and mobiles etc. after sales service is very important. Which function of channel of distribution mentioned here? Explain 3

Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

- Q20. Products have their own identity or a personality. Most of the users associate meaning with products, they obtain satisfaction by using them. Based on this statement discuss the components of the product. 4
- Q21. What do you mean by skimming the cream price policy? What are the reasons for adopting this policy? 4
- Q22. Retailing is the last link in the chain of distribution. Discuss the functions of retailers performed as an intermediary in the channel of distribution. 4
- Q23. The Internet refers to a globally interconnected network. Explain the advantageous of internet facilities during this Pandemic situation in promoting commodities using different Social media platform. 4
- Q24. Money spent on advertisement is a waste since it adds to Cost. Based on this statement how you will justify the advantageous of Advertisement. 4

End of the Question Paper