

Roll Number		
-------------	--	--

A



INDIAN SCHOOL MUSCAT SECOND PRE – BOARD EXAMINATION **MARKETING**

Sub. Code: 812

CLASS: XII

03.02.2020

Time Allotted: 03 hours

Max. Marks: 60

General Instructions:

1. This Question Paper contains 42 (11+31) questions. A candidate needs to answer 30 (7+23) questions
2. The Question paper is divided into two parts viz. Part A: Employability Skills of 10 marks and Part B: Subject Skills of 50 marks.
3. Part A: Employability Skills (10 Marks):
 - a. There are 6 questions of 1 mark each. Answer any 4 questions (1 x 4 = 4 Marks).
 - b. There are 5 questions of 2 marks each. Answer any 3 questions. (2 x 3 = 6 Marks).
4. Part B: Subject Skills (50 Marks):
 - a. There are 12 questions of 1 mark each. Answer any 10 questions (1 x 10 = 10 Marks).
 - b. There are 7 questions of 2 marks each. Answer any 5 questions (2 x 5 = 10 Marks).
 - c. There are 7 questions of 3 marks each. Answer any 5 questions (3 x 5 = 15Marks).
 - d. There are 5 questions of 5 marks each. Answer any 3 questions (5 x 3 = 15Marks).

PART A: EMPLOYABILITY SKILLS (10 MARKS)

Answer any 4 questions out of the given 6 questions of 1 mark each:

- | | |
|---|---|
| 1. Sushma Swaraj was a good orator.
Identify the type of sentence.
a) imperative b) declarative c) interrogative d) exclamatory | 1 |
| 2. Identify - A stress management technique which includes a series of postures and breathing exercise
a) Yoga b) Physical Exercise c) Meditation d) Enjoying | 1 |
| 3. Small amount of stress have a positive effect and they help us stretch ourselves to new level
a) yes b) no c) can't say | 1 |
| 4. Who is responsible for the success of green economy in the country
a) Government b) Social Workers c) Individual citizens d) All of the above | 1 |
| 5. Full form of 3Rs
a) Reduce, Reuse, Recycle b) Reduce, Refuse, Recycle
c) Replace, Refuse, Recycle d) Reduce, Reuse, Restore | 1 |
| 6. What is the intersection of a column and a row on a worksheet called?
a) Column b) Value c) Address d) Cell | 1 |

Answer any 7 questions out of the given 9 questions of 2 marks each:

24. Distinguish between consumer goods and industrial goods. 2
25. What are specialty products? Give two examples. 2
26. Define break – even pricing 2
27. Differentiate leader pricing and psychological pricing. 2
28. How the retailers act as a spokesperson to customers? 2
- Coca cola the leading soft drink maker of the world wants and makes attempt to put a bottle of Coke within the arms reach of every consumer. 2
29. a) How will Coca Cola reach every consumer
b) Which type of channel of distribution will Coca cola follow to maximize its accessibility? 2
- Canon advertises for search keywords related to "photography" on Google, Yahoo, and Bing search engines to market their cameras to a relevant audience. Explain the advertising strategy discussed here. 2

Answer any 5 questions out of the given 7 questions of 3 marks each:

31. Define industrial products. Explain the classification of industrial products. 3
32. Explain the marketing strategy suitable for convenience goods 3
33. Economic conditions and Government regulations play a vital role in determination of product price; comment. 3
34. The price of a product also depends upon its specifications. How? 3
35. Maruti Udyog selling its cars through NEXA company owned showrooms. Explain the type of distribution channel selected in this distribution process. 3
36. Explain the functions performed by channel of distribution. 3
37. Differentiate between Direct marketing and online Marketing. 3

Answer any 3 questions out of the given 5 questions of 5 marks each:

38. The PLC depicts a product's sales history through various stages. Accordingly, adjustments and modifications need to be made because of changes in the environment, composition of the market. Justify the statements with the help of a suitable example. 5
39. Explain the importance of pricing in today's fast changing environment. 5
40. Distinguish between wholesalers and retailers 5
41. Discuss the importance of packaging as a tool for product differentiation and market cultivation. 5
42. Identify the elements of promotional mix. Give suitable examples. 5

End of the Question Paper

Answer any 3 questions out of the given 5 questions of 2 marks each:

- | | | |
|-----|--|---|
| 7. | Describe any four steps to active listening skills | 2 |
| 8. | Name the two ways in which you can insert pictures in a slide. | 2 |
| 9. | Write any four advantages of team building? | 2 |
| 10. | What are the main qualities of an entrepreneur? | 2 |
| 11. | Role of green Jobs in limiting Green house emissions | 2 |

PART B: SUBJECT SKILLS (50 MARKS)

Answer any 10 questions out of the given 12 questions:

- | | | |
|-----|--|---|
| 12. | ----- is the acquisition of goods and services by the seller or industrial user for the purpose of resale. | 1 |
| | a) Selling b) Assembling c) Buying d) Transportation | |
| 13. | Which of the following is not an element of marketing mix? | 1 |
| | a) Distribution b) Promotion c) Production d) Pricing | |
| 14. | If the company's sales slowdown, profits level off or decline. At which stage the company has reached? | 1 |
| | a) Introduction b) Growth c) Maturity d) Decline | |
| 15. | When Pepsi came out with Pepsi Blue and priced it at half price to attract buyers, Pepsi was using _____. | 1 |
| | a) Market-skimming pricing b) Market-penetration pricing
c) New-product pricing d) Discount pricing | |
| 16. | Which of the following marketing mix element generates revenue? | 1 |
| | a) Promotion b) Place c) Product d) Price | |
| 17. | ABC Company priced the product as of Rs. 19.99 instead of Rs.20. Which of the following pricing techniques is ABC Company using? | 1 |
| | a) Psychological pricing b) Dodging pricing
c) Deceptive pricing d) Premium pricing | |
| 18. | What takes place between manufacturers and customers before closing a deal | 1 |
| | a) Negotiation b) Financing c) Grading d) Maintenance | |
| 19. | Which of the following is NOT included in product decisions? | 1 |
| | a) Styling b) Brand name c) Warehousing d) Packaging | |
| 20. | Breaking the bulk is function of | 1 |
| | a) Wholesaler b) Retailer c) Agent d) Distributor | |
| 21. | A consumer contest is an example of _____. | 1 |
| | a) Advertising b) Indirect selling c) Personal selling d) Sales promotion | |
| 22. | _____ set (s) the floor for the price that the company can charge for its product. | 1 |
| | a) Supply b) Demand c) Costs d) Nonprofit factors | |
| 23. | If Mark Mars pays Hershey Foods Corporation for the right to use its name on his line of T-shirts, then Mr. Mars is using which type of policy? | 1 |
| | a) Co-branding b) Licensing c) Manufacturer's branding d) Private branding | |