

8/2/22

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

SET A



INDIAN SCHOOL MUSCAT
SECOND PRE - BOARD EXAMINATION
MARKETING (812)

CLASS: XII

TERM 2

Time Allotted: 2 Hrs.

21.02.2022

Max. Marks: 30

General Instructions:

- 1) Please read the instructions carefully
- 2) This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
- 3) Section A is of 05 marks and has 06 questions on Employability Skills.
 - a. Questions numbers 1 to 4 are one-mark questions. Attempt any three questions.
 - b. Questions numbers 05 and 06 are two marks questions. Attempt any one question.
- 4) Section B is of 17 marks and has 16 questions on Subject specific Skills.
 - a. Questions numbers 7 to 13 are one-mark questions. Attempt any five questions.
 - b. Questions numbers 14 to 18 are two marks questions. Attempt any three questions.
 - c. Questions numbers 19 to 22 are three marks questions. Attempt any two questions.
- 5) Section C is of 08 marks and has 03 competency-based questions.
 - a. Questions numbers 23 to 25 are four marks questions. Attempt any two questions.
- 6) Do as per the instructions given in the respective sections.
- 7) Marks allotted are mentioned against each section/question.

SECTION A

(3 + 2 = 5 marks)

Answer any 03 questions out of the given 04 questions

1 x 3 = 3

- Q.1 Define a green building.
- Q.2 Name any two entrepreneurial competencies.
- Q.3 Write any one green job associated with solar and wind energy.
- Q.4 What do you understand by interpersonal skills?

Answer any 01 question out of the given 02 questions

1 x 2 = 2

- Q.5 What is NAPCC? What is the mission of NAPCC?
- Q.6 Rio has a successful startup company. According to him 'Ability to learn from experience is considered to one of the important entrepreneurial competency'. Do you agree with Rio's opinion? Justify.

SECTION B**(5 + 6 + 6 = 17 marks)****Answer any 05 questions out of the given 07 questions****1 x 5 = 5**

- Q.7 The transfer of title of goods from producer to customers takes place with the help of which P. define it.
- Q.8 Identify the participants of distribution chain:
a) Banking institutions
b) Direct negotiator between manufacturer and customers.
- Q.9 Mail order selling is _____ type of distribution channel
- Q.10 Define advertising given by American Marketing Association.
- Q.11 Any activity which adds value to a product or service for a limited time period by offering an incentive to purchase is known as?
- Q.12 Identify the mode of advertising:
Cheapest in per capita viewing
- Q.13 A scheduled flight if not filled with fliers goes in vain forever. Give the reason.

Answer any 03 questions out of the given 05 questions**2 x 3 = 6**

- Q.14 On the basis of service delivery and processing focus classify service. Give suitable examples
- Q.15 Press release, press kit, and interview leading to a news article about a new product launch; press conference is an example of one of most important element of communication tool. Explain the advantageous and benefits of this tool.
- Q.16 Identify the sales promotions:
a) a contest where the distribution of prizes is dependent on random distribution of predetermined winning tickets
b) Mostly the car manufacturers provide free insurance for the first year as part of sales promotion during slack season.
- Q.17 Every marketing activity is customer driven and a customer would only purchase a product only when it is available to him. Explain importance place in marketing.
- Q.18 The selection of the suitable channel of distribution is one of the important factors of the distribution decisions. Explain any two factors affecting the selection of channel of distribution.

Answer any 02 questions out of the given 04 questions

3 x 2 = 6

- Q.19 What are the functions performed by middlemen in distribution channels? Explain each with suitable examples.
- Q.20 The purpose of promotion is to motivate and persuade not only the ultimate consumers, but also the intermediaries involved who make available goods finally to consumers. Identify the strategies explained here and explain each with relevant examples.
- Q.21 Explain the main objectives of Sales promotion.
- Q.22 Online marketing and digital marketing are same. Do agree? Justify your answer.

SECTION C

(COMPETENCY BASED QUESTIONS)

Answer any 02 questions out of the given 03 questions

(2 x 4 = 8 marks)

- Q.23 A biscuit making company is trying to increase its business. It knows, for this, the role of the intermediaries is going to be crucial. A meeting of the top management is called and factors are highlighted which are responsible for the underutilization of the potential of the distributors. In product like biscuit the intermediaries play a very significant role. The company has decided to give discounts to them and start a vigorous promotional campaign to involve the intermediaries.
- a) Which element of marketing mix is highlighted in the above case?
 - b) Define the term and explain the main functions performed by intermediaries in marketing.
- Q.24 Identify and explain the promotional tool of marketing mix which plays a persuasive, service and informative role and thereby link a business firm to its customers. Also explain by giving any four reasons how this tool helps in increasing the sales of businessmen.
- Q.25 Facebook is one of India's most popular social media platforms with over 241 million active users in the country. Social media gives marketers a voice and a way to communicate with peers, customers, and potential consumers. Enumerate the role of social media platforms in Indian market.

End of the Question Paper