

Roll Number

SET A



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

CLASS: XII

TERM 2

Time Allotted: 2 hrs

06.04.2022

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 Why has the electric vehicle program been launched by EESL?
- Q.2 When was IGBC founded?
- Q.3 State any two benefits of entrepreneurial competencies.
- Q.4 State one point of difference between an employee and entrepreneur.

Answer any 01 question out of the given 02 questions

1 x 2 = 2

- Q.5 Entrepreneurship is considered to be both an art and a science. Prove this statement.
- Q.6 What is Skill Council for Green Jobs?

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

- Q.7 Window display is equally important for both wholesalers and retailers. State true or false. 1
- Q.8 The intermediary who help the customer in getting the want satisfying product and also help the producer in producing the product which is in demand. Name the intermediary. 1
- Q.9 State any two common functions performed by wholesalers and retailers. 1
- Q.10 Name the promotional tool in which the company's objective is to build a lasting relationship with carefully targeted individual customers in a narrowly defined segment. 1
- Q.11 A form of promotion that relies on happy customers and fans to promote a brand organically is known as? 1
- Q.12 Pharmaceutical companies hire sales representatives that convince potential customers (medical practitioners, etc.) to promote their company's product(s). These practitioners then prescribe that specific medicine (product) to the end consumers. Identify the type of promotion. 1
- Q.13 If an organization focuses on trustworthiness and belief considering the customer's best interest, then mention the dimension of service quality the organization is focusing on. 1

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

- Q.14 While determining the channel of distribution, the channels of distribution of the competitors too must be borne in mind. Why? 2
- Q.15 Location of a wholesaler's shop is not very important. Give reason. 2
- Q.16 Any activity which aids value to a product or service for a limited time period by offering an incentive to purchase. Identify and define the promotional tool discussed here. 2
- Q.17 What is out of-home advertising? 2
- Q.18 What are the difficulties in marketing of Services? Explain any two? 2

Answer any 02 questions out of the given 04 questions**3 x 2 = 6**

- Q.19 Discuss the advantages of paid form of non-personal presentation and promotion of ideas, goods or service by an identified sponsor. 3
- Q.20 The Promotion Mix is the blend of several promotional activities used by business to create, maintain and increase the demand for a product. The management must consider the following factors in determining the promotion mix. 3
- Q.21 What are the differences between Personal Selling and Sales Promotion? 3

- Q.22 During Covid 19, there was lockdown all over the country. Keeping in mind the situation, explain the advantageous Online marketing 3

SECTION C (2 x 4 = 8 marks)
(COMPETENCY BASED QUESTIONS)

Answer any 02 questions out of the given 03 questions

- Q.23 Choice of an appropriate channel of distribution is very important decision which affects the performance of an organization. Explain any four factors which affect the choice of channel of distribution. 4
- Q.24 The manager of Hot Beverages dealing in different types of tea, coffee, etc. is facing the problem of poor sales. Suggest the four short-term sales promotions measures that he can undertake to improve the sales. 4
- Q.25 Mahesh had purchased a ticket from a famous airline for his upcoming business meeting in America. He had injured his left leg in a small accident and needed wheelchair assistance. He called the Airline customer service and asked for the assistance. He was not only promised wheel chair assistance but also pick and drop facility. 4
- i. Mention the service quality promoted here.
 - ii. Explain three more service quality.

End of the Question Paper