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INDIAN SCHOOL MUSCAT
COMMON BOARD EXAMINATION 2023
MARKETING (812)



CLASS : XII

DATE: 02-02-2023

TIME ALLOTTED : 3 HRS.

MAXIMUM 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.

SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):

- i. This section has 06 questions.
- ii. There is no negative marking.
- iii. Do as per the instructions given.
- iv. Marks allotted are mentioned against each question/part.

SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):

- i. This section contains 18 questions.
- ii. A candidate has to do 11 questions.
- iii. Do as per the instructions given.
- iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

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

- i. Which fear works on the presumption that everything could go wrong in the business? 1
- ii. Which is the correct step to save a presentation? 1
- A. File>Open>File name>Open
B. File>Save As>Type file name>Save
C. File>Close>Save>OK
D. File>Template>Save as Template
- iii. This toolbar contains buttons to allow you to perform the basic operations such as opening and closing workbooks, moving and printing data. 1
- A. Menu bar B. Standard bar C. Title bar D. Formatting bar
- iv. What keys do you use to save the last thing you did? 1
- A. Ctrl + Z B. Ctrl + S C. Ctrl + V D. Ctrl + B
- v. _____ are the individual pages of a presentation. 1
- A. Templates B. Thumbprints C. Slides D. Sheets
- vi. Mr Gupta has a spreadsheet with a list of 500 items in his shop. A customer comes and asks for a particular item. How should he arrange the data so that he can find that item fast? What would Mr Gupta do? He will: 1
- A. Apply filter.
B. Sort the data.
C. Use password.
D. Format data.

Q. 2 Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)

- i. A deliberate alteration in the physical attributes of a product or its packaging is called: 1
- A. Product Modification
B. Product differentiation
C. Product Diversification
D. Product repositioning
- ii. The unique service characteristics that reflects the interconnection between the service firms and its customers is called _____. 1
- A. Intangibility
B. Inseparability
C. Perishability
D. Ubiquity
- iii. Normally seen on Liberty shoes, price tag shows that the selling price of the pair is Rs.699 or Rs.799 or so. Identify the pricing method adopted by Liberty shoes Ltd. as discussed. 1
- A. Psychological pricing
B. Leader pricing

- C. Premium pricing
- D. Price lining
- iv. Products that are relatively inexpensive and are purchased frequently with minimal efforts can be classified as _____ products. 1
- v. What is LinkedIn? State the main purpose of LinkedIn. 1
- vi. In Service Marketing, all of the following are examples of services except ____ 1
 - A. A. Insurance & Banking
 - B. Income tax filing
 - C. Salon
 - D. Computer Software
- vii. Which of the following is NOT considered a type of re-seller? 1
 - A. A. Whole seller
 - B. Manufacturer
 - C. Retailer
 - D. Distributor

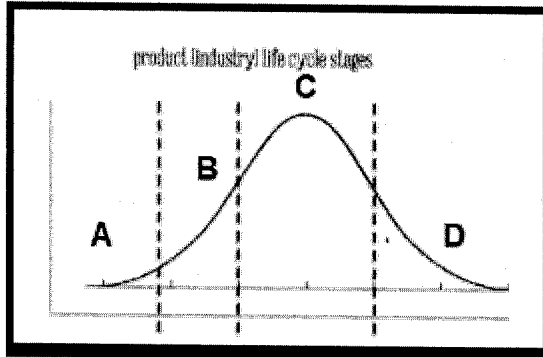
Q. 3

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

- i. It provides written information about the product helping the buyer to understand the nature of the product its distinctive features 1
 - A. Brand
 - B. Logo
 - C. Package
 - D. Label
- ii. Which of the following is not the characteristic of wholesaler? 1
 - A. Break-bulk
 - B. Repack goods
 - C. Store goods
 - D. Repair services & information provision about the product
- iii. Give two examples of Off-the-Shelf Promotion. 1
- iv. "Every producer seeks to link together the set of marketing intermediaries that best fulfill the firm's objective. This set of marketing intermediaries is called marketing channel." According to: 1
 - A. William Stanton
 - B. Philip Kotler
 - C. Peter Drucker
 - D. Amirthya Sen
- v. This one of the following is NOT an objective of pricing – 1
 - A. To achieve target rate of return on invested capital.

- B. To face competition
- C. To reduce the cost of raising capital
- D. To maintain or improve share of the market.

vi.



1

In product life cycle, which stage does “B” represents?

- vii. Sunshine Chinese has coupons that are sent to specific group of customers with Suwanee address. Identify the aspect of promotional mix. 1

- A. Advertising
- B. Public relation
- C. Direct Marketing
- D. Sales promotion

Q. 4

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

- i. Which of the following statement is correct? 1
- A. Personal Selling is also known as Salesmanship
 - B. Advertisement and Publicity have the same meaning
 - C. Marketing promotion may also be called as Sales promotion.
 - D. Personal Selling is not a component of Promotion mix.
- ii. A high priced branded electronic product should be sold in high end urban showrooms instead of rural markets; the promotion technique should be TV- advertsising and not personal –selling, etc. this relates to one among the internal factors of pricing. Identify the same. 1
- A. Objectives of the firms
 - B. Cost of the product
 - C. Product differentiation
 - D. Marketing mix
- iii. Push strategy of promotion is more appropriate when: 1
- A. There is no brand loyalty
 - B. There is moderate brand loyalty
 - C. There is low brand loyalty

D. There is high brand loyalty

- iv. If the demand of a commodity increases with respect to previous supply, its price increases, and if supply of a commodity increases with respect to previous demand, its price falls. It is termed as _____ 1
- A. Demand for the product
 - B. Supply for the product
 - C. Price elasticity of demand
 - D. Price reflections

- v. Name the type of communication that use the broadcast medium and print media to reach the mass audience. 1

- vi. What is the full form of SEO and SME? 1

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

- i. Mark-up pricing is common in retailing. True or false? 1

- ii. During COVID-19 pandemic situation, worldwide prices of sanitizer, masks & PPE kits are regulated by the Government policies. Identify the factor discussed in the statement. 1

- A. Promotional Programs
- B. Internal factors
- C. External Factors
- D. Market conditions

- iii. With whom is negotiation done before closing a deal. 1

- iv. Mica is a middleman who is involved in various activities like demonstration of product, display and contest which form a part of _____ function. 1

- A. Product Promotion
- B. Transactional function
- C. Logistic Function
- D. None of the above

- v. Skimming-the-cream pricing policy should not be adopted when 1

- A. the product is new and is a specialty product.
- B. heavy expenses have been incurred on the development and introduction of the product.
- C. demand is to be restricted to the level which can be easily met.
- D. the demand for the product is highly elastic.

- vi. The number of unsold tickets of the evening show for a particular movie in a theatre represents which characteristics of service? 1

- A. Intangibility
- B. Simultaneity
- C. Perishability
- D. Heterogeneity

Q. 6

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

- i. Under this policy, the manufacturer sets the price below which his/her manufactured product will not be sold to the distributors or consumers. 1
- A. Resale price maintenance
 - B. Everyday low pricing
 - C. Leader pricing
 - D. Price Lining
- ii. Game World is a new kind of arcade featuring the latest and most popular video games. Gamers will be able to join leagues and play against each other in fun atmosphere with snack bar, billiard area, etc. To encourage customers to check it out, marketers are spending lot of money on advertisement and offering low prices during the opening week. 1
- Identify the stage of Product life cycle mentioned in above paragraph.
- iii. If Contribution per unit for a product Shampoo is Rs. 20 at Break-even point of 5000 Units, what will be the Fixed Cost.? 1
- A. 1,00,000
 - B. 25000
 - C. 125000
 - D. 105000
- iv. The products which exist but the consumers do not want to purchase them as of now, but might eventually purchase them as in the case of Life Insurance comes under which category 1
- A. New unsought products
 - B. Regularly unsought products
 - C. Homogenous products
 - D. Heterogeneous products
- v. What channel of distribution is used for high- priced industrial goods when the producer does not have its own sales force? 1
- A. Producer to industrial user
 - B. Producer to agent to user
 - C. Producer to industrial distributor to user
 - D. Producer to agent to industrial distributor to user.
- vi. Rixo Company, manufacturer of smart television entered into a formal agreement with the distributors of products, not to sell below the fixed price in any situation. Identify the concept of pricing stated here. 1

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.

- Q.7 How do you protect your spreadsheet from unauthorized access? Which menu option you will click to protect your spreadsheet? 2
- Q.8 List out any 4 benefits of Entrepreneurial competencies. 2

- Q.9 Sequence the steps of inserting a picture in a presentation. 2
- Q.10 What is Decisiveness? Give an example where a person can display decisiveness attitude. 2
- Q.11 What types of data are entered in spreadsheet? Write the steps to enter data. 2

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

- Q.12 How does a firm's promotional objective reflect overall marketing objectives? 2
- Q.13 Examine the role of middlemen in modern business. Should these be eliminated? Give reasons to support your answer 2
- Q.14 Identify the following types of sales promotion 2
- A. 20% extra free, without any additional charge
- B.



- Q.15 For expensive and exclusive goods, which channel (long / short) is more suitable and why? 2
- Q.16 Differentiate between Online marketing and Digital Marketing.(Two Points) 2

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

- Q.17 “Dove creates video advertisements and shares them with their audience on Facebook, Twitter, and other social networks to promote favorable conversation about their brand and products.” State three benefits achieved by Dove from the above marketing campaign 3
- Q.18 Distinguish between Advertising and Sales Promotion on the basis of Cost, Suitability and Purpose. 3
- Q.19 Mr. Pratap is a manufacturer of premium quality plastic toys and swings on a large scale which can be used by the schools exclusively. What factors should he take into consideration while selecting the channel of distribution suitable for his business? 3

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

- Q.20 A number of social media platforms are used to promote a product or service in today's era. Explain the various platforms being used by the business organizations to seek attention and to promote their product. 4
- Q.21 Nike Inc. uses its promotional mix or marketing communications mix to communicate with target customers in the global athletic footwear, apparel, and equipment industry. Nike Inc.'s goal is to reach large populations of target customers with the biggest possible impact for which it uses various modes like TV, Radio, newspapers. Through 4

successful implementation, Nike reaps the rewards of a stronger brand image and higher demand for its products. Nike Inc. uses celebrities to represent the ideal customer or consumer of its products. The company's advertisements present highly popular personalities, such as professional athletes. Target customers see that their favorite celebrities use Nike's products. As a result, these customers become motivated to purchase and use these products.

The employees are trained to provide assistance to customers. They are expected to know more about the company's products, and to persuade consumers to buy these products. They persuade their customers by giving additional benefits, such as the savings they can make by purchasing when discounts or special offers are applied. The company also organizes sports events and similar activities and uses these activities to communicate to target customers regarding what the business does to address relevant social issues.

a) Identify the communication tool used by Nike. By quoting lines explain the various elements used by Nike to reach their target audience.

Q.22 Mediquip Ltd. is a company dealing in distribution of medical equipments. The company recently imported 15,000 units of sugar testing machines to test the sugar levels without taking blood samples. For deciding the marketing strategy, the CEO of the company called a meeting of the marketing heads of different zones. In the meeting, Sandeep, the North Zone Marketing Head, suggested that since the machines were sophisticated they need to visit hospitals personally, to explain its working to the hospital staff who would be using the machines. He also suggested that additional trained people may be recruited for the same. Himanshu, another Zonal Head, added that since lot of money had been spent on the import of the machines, the company was short of funds to pay to the additional staff as suggested by Sandeep. Rahul, a newly appointed Zonal Head of South Zone suggested that since the size of the order is not large, a detailed study of the factors determining the choice of channels of distribution is required before making the right choice.

a) Identify the factors influencing the choice of channels of distribution which were discussed in the meeting.

b) Also, briefly explain any other consideration to be taken care of, other than what is identified in part (a).

Q.23 Explain any 4 criteria that allow a customer to judge the quality of service received by him/her. 4

Q.24 You are a leading manufacturer of LED Television. Explain the factors that will guide you in selecting the route to sell your LED Television, if the 'product' and the 'Company' are to be focused. (2+2) 4

******END OF THE QUESTION PAPER******