

ANSWER KEY
PRE-BORAD EXAM 1
MARKETING GR.12

Max. Time: 3 Hours

Max. Marks: 60

SECTION A: OBJECTIVE TYPE QUESTIONS

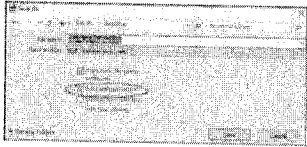
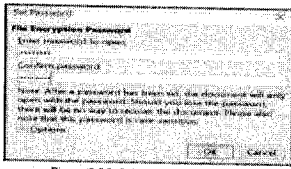
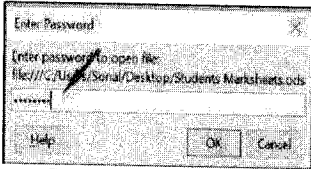
Q.1 Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)		
i.	Fear of failure	1
ii.	B. File>Save As>Type file name>Save	1
iii.	b) Standard bar	1
iv.	b) Ctrl + S	1
v.	c. Slides	1
vi.	(b) Sort the data.	1
Q.2 Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)		
i.	A. Product Modification	1
ii.	Inseparability	1
iii.	A. Psychological pricing	1
iv.	Convenience	1
v.	It is, a professional business-related networking site, allows a company to create professional profiles for themselves as well as their business to network and meet others.	$\frac{1}{2} + \frac{1}{2} = 1$
vi.	D. Computer Software	1
vii.	B. Manufacturer	1
Q.3 Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)		
i.	D. Label	1
ii.	D. Repair services & information provision about the product	1
iii.	Any 2 1.Free accommodation 2.Holiday Voucher	$\frac{1}{2} + \frac{1}{2} = 1$

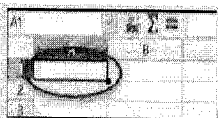
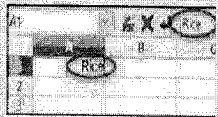

	3. Discount coupons 4. Two-for-one flight 5. Insurance offers	
iv.	B. Philip Kotler	1
v.	C. To reduce the cost of raising capital	1
vi.	Answer- Growth	1
vii.	C. Direct Marketing	1
Q.4 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)		
i.	A. Personal Selling is also known as Salesmanship	1
ii.	D. Marketing mix	1
iii.	C. There is low brand loyalty	1
iv.	C. Price elasticity of demand	1
v.	ATL – above the line promotion	1
vi.	Search Engine Optimization (SEO) Search Engine Marketing (SEM)	1
Q.5 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)		
I.	True	1
II.	C. External Factors	1
III.	Retailer	1
IV.	A. Product Promotion	1
V.	D. the demand for the product is highly elastic.	1
VI.	C. Perishability	1
Q.6 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)		
I.	A. Resale price maintenance	1
II.	Ans- Introduction stage	1
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? A. 1,00,000 B. 25000	1

	C. 125000 D. 105000	
IV.b. Regularly unsought products		1
V. What channel of distribution is used for high- priced industrial goods when the producer does not have its own sales force? 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.		1
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. Ans- Resale price maintainance		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	<p>Protect your spreadsheet using a password. Click on Tools and select Protect Spreadsheet</p> <p>Another way of protecting a spreadsheet is as follows.</p> <ol style="list-style-type: none"> 1. Click on File, and then, Save As. 2. A Save As dialog box will appear as shown in Figure 3.35.  <p>Figure 3.35: Save As dialog box</p> <ol style="list-style-type: none"> 3. Type the file name and click Save with password. 4. Click on Save. 5. A Set Password dialog box appears as shown in Figure 3.36.  <p>Figure 3.36: Set password dialog box</p> <ol style="list-style-type: none"> 6. Type a password in the first textbox, and then, type the same password in the Confirm textbox. 7. Click on OK. 8. Now, when you try to open the file, it will ask for a password as shown in Figure 3.37. 9. Type the password and click on OK.  <p>Figure 3.37: Enter password to open a file</p> <p>INFORMATION AND COMMUNICATION TECHNOLOGY SKILLS</p>	2
Q.8	<p>a. Taking Initiative</p> <p>b. Seeking and Acting on Opportunity</p>	2

	<p>c. Persistence</p> <p>d. Information Seeking</p> <p>e. Concern for High Quality</p> <p>f. Commitment</p> <p>g. Concern for Efficiency</p> <p>(There are many- any 4 benefits can be noted) 2*1/2</p>	
Q.9	<p>i) Click on insert from the menu ii) Select image iii) browse through folders and select the image you want to use iv) Click on open</p>	2
Q.10	<p>Decisiveness is the ability to make profitable and quick decisions.</p> <p>Example: Ankur manufactures and sells towels in his village at Dharamkot, Himachal Pradesh. For almost a year, his towels would not get sold in his village. Disappointed, he was about to shut down the business. That is when someone suggested that he sell the towels in a city. He showed some samples to people in Delhi. He realised that the quality of towels and the price at which he was producing was better suited for a city. The people in his village found his products expensive. So, he started producing softer towels for the city and cheaper ones for his village. His customers in both the places were happy.</p>	2
Q.11	<p>There are three main type of data — text, numbers and formula</p> <p>Steps to enter data</p> <p>The steps to enter data in a particular cell in a spreadsheet are given below.</p> <ol style="list-style-type: none"> 1. Click on the cell where you want to enter data as shown in Figure 1. For example, we click cell A1. 2. Type text or number. As you type, you can see the data in the Formula Bar as well. Press Enter when you complete typing. 3. The cursor is set on the next cell. In this case A2. You can continue entering other data. 4. Notice that data in the cell will automatically (by default) be left aligned (near the left edge of the cell) as you have entered text as shown in Figure 3. If you enter numbers, they are right aligned in the cell. Remember that text is aligned to the left of the cell, while number is aligned to the right.  <p>Figure 1: Click on a cell</p>  <p>Figure 2: Type text or number</p>  <p>Figure 3: Text alignment</p>	2

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

6 marks)

Q.12	<p>How does a firm's promotional objectives reflect overall marketing objectives?</p> <p>a) For mass awareness advertising, sales promotion public relations be adopted b) For inviting the customers for demonstration than combination of small advertisement (to inform) sales promotion (to attract) & personal selling (to persuade) is undertaken</p>	2
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Q.13	<p>Examine the role of middlemen in modern business. Should these be eliminated? Give reasons to support your answer</p> <p>Middlemen in modern business are classified as wholesalers and retailers. Middlemen play an important role in the channel of distribution in modern business. They help in – Buying and selling , Storage , Transportation Grading and packing, Financing, Risk taking, Promotion Besides this there are certain shortcomings of having middlemen in the channel of distribution. Having middlemen in channels of distribution increases the cost and prices. Sometimes, they create artificial scarcity in the market to exploit both consumers and manufacturers. But, keeping in mind the role played by middlemen in channels of distribution, they are an important link between the manufacturer and consumers. So, it is difficult to eliminate them.</p>	2(1+1)
Q.14	<p>Identify the following types of sales promotion</p> <p>A. 20% extra free, without any additional charge Answer- Extra fill packs</p>  <p>B. Answer-Free Offers</p>	2
Q.15	<p>For expensive and exclusive goods, which channel (long / short) is more suitable and why?</p> <p>Answer- Direct/short channels will be used for expensive and exclusive goods. This will help in reducing prices to be paid by the consumers. It will also help minimize risk.</p>	2(1+1)
Q.16	<p>Differentiate between Online marketing and Digital Marketing.(Two Points)</p> <p>Online marketing is the promotion of products or brands via one or more forms of electronic media. Online marketing is using of internet based channels to spread a message about a company's brand, products, or services to its potential customers. While digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.</p>	2

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

Q.17	<p>“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</p> <p>Benefits of online marketing (any three) Brand Awareness; Measure Impact; Acquiring Valuable Customers ; Use of Analytics ; Better medium ; Customer Analysis</p>	3
Q.18	<p>Distinguish between Advertising and Sales Promotion on the basis of Cost , Suitability and Purpose.</p>	3

	Answer	
	Advertising	Sales Promotion
	Cost It is costly	It is cheaper as compared to advertising
	Suitability It is suitable for medium to large firms	It is suitable for large firms
	Purpose It has twin purposes of increasing sales and	Its main purpose is to provide knowledge
Q.19	<p>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?</p> <p>Answer-Factors to be considered for choice of channels of distribution: 1. High price – premium quality, smaller chain 2. Direct sales to schools 3. Size of the order – on order – No middlemen 4. Objective of purchase – Direct sale is justified because it is for industrial use. (1+1+1 – Any other relevant point also)</p>	3

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

Q.20	<p>Social media platforms</p> <p>1. Facebook: It is the most popular social media platform for brands to be present. They allow a product to provide videos, photos, and longer descriptions, and even testimonials. as of May 2015, 93% of businesses marketers use Facebook to promote their brand. Facebook 107 million male and 33 million female users</p> <p>2. Twitter: it is the second most popular social media platform. It allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers' Home timelines. Tweets can contain text, Hash tag, photo, video, Animated GIF, or links to the product's website and other social media profiles, etc. Twitter is also used by companies to provide customer service.</p> <p>3. LinkedIn: It is, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others. Through the use of widgets, members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page. LinkedIn provides its members the opportunity to generate sales leads and business partners. LinkedIn has 26.27 million male and 10.73 million female users in India.</p> <p>4. Google+: Google+, in addition to providing pages and some features of Facebook, is also able to integrate with the Google search engine. Other Google products are also integrated, such as Google</p>	4
Q.21	<p>Answer</p> <p>Nike uses Integrated Marketing Communication. Various elements used by Nike are-</p> <ol style="list-style-type: none"> 1. Advertising- any paid form of non-personal presentation and promotion of ideas, goods by an identified sponsor. "goal is to reach large populations of target customers with the biggest possible impact for which it uses various modes like TV, Radio, newspapers" 2. Sales promotion- is about extra benefit" offers or value addition to make an immediate purchase. "They persuade their customers by giving additional benefits, such as the savings 	4

	<p>they can make by purchasing when discounts or special offers are applied.”</p> <p>3. Personal Selling- paid two-way communication and to persuade customers through information to buy products in an exchange situation “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. “</p> <p>4. Sponsorship- in-kind an event, activity, person, or organisation financially or through the provision of products or services to reach specified business goals for commercial advantage. “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.”</p>	
Q.22	<p>a) Answer The factors influencing the choice of channels of distribution which were discussed in the meeting are listed below:</p> <ul style="list-style-type: none"> ○ Product related factors: It has been mentioned that the machines were sophisticated. ○ Market related factors: It has been mentioned that the size of the order is not large. (in) ○ Company related factors: It has been mentioned that the company was short of funds to pay the additional staff which had to be recruited to personally visit and train the hospital staff. <p>b) Any other factor other than the one discussed in the meeting</p>	4
Q.23	<p>Any 4</p> <ol style="list-style-type: none"> 1. Reliability: Is the service performed dependably and accurately? For example, Indigo Air ‘s flight go on time. 2. Access: Is the service accessible or delivered without little waiting? For example, Haryana Roadways buses are accessible to one and all. 3. Security: Is the service free from danger, risk, or doubt? For example, Air India takes security measures to make its services secured. 4. Credibility: How trustworthy and honest does the service provider appear to be? For example, Indian Railways are trustworthy and honest to refund the money if a passenger is wait listed at the time of going of the train. 5. Understanding the customer: How much effort is made by service provider to understand customers ‘needs? Hindustan Unilevers Limited undertakes market surveys to understand the customer. 6. Responsiveness: How willing are service employees to help customers and to deal with their specific problems? Rajasthan Roadways at Jaipur provide information booth to provide information as to which bus is going where. 7. Competence: To what extent do employees possess the required skills and knowledge to perform the service? Is the Chartered Account a member of the Institute of Chartered Accountants of India? 8. Courtesy: Are staff polite and considerate to customers? Private sector is quite polite to customers. 9. Tangibles: How do physical facilities, equipment, personnel and communication materials look like? Are the waiters in proper and clean uniform? 10. Communication: How good the organisation is at communicating effectively? 	4

	Rajasthan Roadways at Bikaner House, Delhi communicate effectively with the potential passengers.	
Q.24	<p>Answer Factors Pertaining to Product • Price of the Product. The products of a lower price have a long chain of distributors. As against it, the products having higher price have a smaller chain. Very often, the producer himself has to sell the products to the consumers directly. • Perishability. The products which are of a perishable nature need lesser number of the intermediaries or agents for their sale. Under this very rule, most of the eatables (food items), and the bakery items are distributed only by the retail sellers. Size and Weight. The size and weight of the products too affect the selection of the middlemen. Generally, heavy industrial goods are distributed by the producers themselves to the industrial consumers • Technical Nature. Some products are of the nature that prior to their selling, the consumer is required to be given proper instructions with regard to its consumption. In such a case less of the middlemen are required to be used. • Goods Made to Order. The products that are manufactured as per the orders of the customers could be sold directly and the standardized items could be sold off only by the middlemen. • After-Sales Service. The products regarding which the after-sales service is to be provided could be sold off either personally or through the authorized agents.</p> <p>(Any 2 with explanation) Factors pertaining to Company • Level of Production. The manufacturers who are financially sound and are of a larger category, are able to appoint the sales representatives in a larger number and thus could distribute the commodities (products) in larger quantities. As against it, for the smaller manufacturers, it becomes necessary to procure the services of the wholesalers and the retail traders. • Financial Resources of the Company. From the financial point of view, the stronger company needs less middlemen • Managerial Competence and Experience. If some producer lacks in the necessary managerial experience or proficiency, he will depend more upon the middlemen. The new manufacturers in the beginning remain more dependent upon the middlemen. (Any 2 with explanation)</p>	4