

Roll Number

SET A



INDIAN SCHOOL MUSCAT  
FIRST PRE-BOARD EXAMINATION  
MARKETING

CLASS: XII

Sub. Code: 812

Time Allotted: 3 Hrs.

22.02.2021

Max. 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.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
  - a. This section has 06 questions.
  - b. There is no negative marking.
  - c. Do as per the instructions given.
  - d. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
  - a. This section contains 18 questions.
  - b. A candidate has to do 11 questions.
  - c. Do as per the instructions given.
  - d. Marks allotted are mentioned against each question/part.

**SECTION A: OBJECTIVE TYPE QUESTIONS**

**Q1 Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)**

- i. Which of the following is not a stage of active listening? 1
  - a) Receiving
  - b) Understanding
  - c) Non-responding
  - d) Evaluating
- ii. Which is the correct step to save a presentation? 1
  - a) File>Save As>Type file name>Save
  - b) File>Open>File name>Open
  - c) File>Template>Save as Template
  - d) File>Close>Save>OK
- iii. A green collar worker is employed in which sector of the economy. 1
  - a) Environmental sector
  - b) Economic sector
  - c) Social sector
  - d) Urban sector

- iv. The ability of making optimal use of one's time, energy and resources to achieve one's goals known as 1
  - a) Organisational skills
  - b) Stress management
  - c) Time management
  - d) Management skill
- v. Write an Imperative sentences using an example 1
- vi. To select the entire worksheet 1
  - a) CTRL + P
  - b) CTRL + C
  - c) CTRL + X
  - d) CTRL + A

**Q2. Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)**

- i. Price is the only element in the marketing mix that produces: 1
  - a) Fixed cost
  - b) Expense
  - c) Variable cost
  - d) Revenue
- ii. ₹ 199.99 is an example for \_\_\_\_\_ pricing. 1
  - a) Skimming
  - b) Penetration
  - c) Odd
  - d) Even
- iii. Automobile companies increase prices of cars when there is high demand and offer heavy discounts when demand is low. Identify the aspects of production which determine the price of a commodity. 1
  - a) Price of raw material
  - b) Cost of manufacturing
  - c) Market condition
  - d) Competition in the market
- iv. Which function helps in place utility? 1
  - a) Transportation
  - b) Financing
  - c) Risk bearing
  - d) Selling
- v. "How are you telling consumers in your target group about your product" This question belongs to which marketing concept? 1
  - a) Product
  - b) Price
  - c) Place
  - d) Promotion

- vi. Hair saloon service always demands presents of the customer and the service provider due to: 1
- a) Intangibility
  - b) Simultaneity
  - c) Heterogeneity
  - d) Perishability

- vii. Bread and milk are which kind of products? 1
- a) Specialty Products
  - b) Convenience products
  - c) Shopping products
  - d) Unsought products

**Q3. Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)**

- i. I bought a rail ticket from Delhi to Mumbai in Rajdhani Express but to my surprise I got travel insurance free worth ₹2 lakh, in case of my death during the journey due to rail accident. Which benefit is highlighted in the above statement? 1
- a) The potential product
  - b) Augmented product
  - c) The Customized product
  - d) Generic product
- ii. Which of the following is NOT included in product decisions? 1
- a) Styling
  - b) Brand name
  - c) Warehousing
  - d) Packaging
- iii. Quality of service is always to be judged by: 1
- a) What customers think
  - b) Product
  - c) Brand name
  - d) Package
- iv. \_\_\_\_\_ helps in determining the quantum of production which should be carried out by the firm. 1
- a) Place
  - b) Promotion
  - c) Price
  - d) Product
- v. Management of a firm can make estimates of -----at different levels of production at different prices and can choose the best combination of production, volume, and price. 1
- a) Cost
  - b) Profit
  - c) Price
  - d) Money value

- vi. Demand for bread, rice, milk or vegetables does not fall due to increased price because of 1
- a) Demand
  - b) Elastic demand
  - c) Positive demand
  - d) Inelastic demand

- vii. Reciprocal buying is involved in this type of goods. 1
- a) Industrial goods
  - b) Consumer goods
  - c) Convenient goods
  - d) Speciality goods

**Q4. Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)**

- i. During the year, while studying in class XII, you thought of developing a product in future, say by 2023 your thoughts will be shaped into a bundle of utilities. It is called a \_\_\_\_\_. 1
- a) Generic product
  - b) The Customized product
  - c) Augmented product
  - d) The potential product
- ii. Manufacturer → Wholesaler → Agent → Retailer → Consumer is an example for \_\_\_\_\_ level channel. 1
- a) Zero
  - b) One
  - c) Two
  - d) Three
- iii. Which of the following takes place at retailer's end? 1
- a) Promotion
  - b) Placing
  - c) Exchange
  - d) Pricing
- iv. Flipkart, Amazon are examples of \_\_\_\_\_. 1
- a) Online stores
  - b) Departmental stores
  - c) Chain stores
  - d) Co-operative stores
- v. Which of the following is NOT considered a type of reseller? 1
- a) Wholesaler
  - b) Retailer
  - c) Manufacturer
  - d) Distributor
- vi. The \_\_\_\_\_ identifies the product or brand. 1
- a) Container
  - b) Label
  - c) Advertisement
  - d) Warrant

**Q5. Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)**

- i. Every marketing activity is 1
  - a) Customer driven
  - b) Product driven
  - c) Price driven
  - d) Profit driven
  
- ii. Promotion focuses on \_\_\_\_\_ with the target market. 1
  - a) Negotiating
  - b) Communicating
  - c) Discussing
  - d) Arguing
  
- iii. Define customized product. 1
  
- iv. During the World War II Bourn Vita was in short supply, yet the company continued to advertise for this very purpose. Which function of promotion is highlighted here? 1
  - a) Inform
  - b) Persuade
  - c) Remind
  - d) None of these
  
- V. Combining all the elements of promotion mix is known as 1
  - a) Promotion
  - b) Communication
  - c) Price
  - d) Integrated marketing communication.
  
- vi. Marico, an FMCG marketing company, has decided to make use of barbers to promote Parachute After-Shower cream. Which particular promotional activity mentioned here. 1
  - a) Word of mouth communication
  - b) Advertising
  - c) Sales promotion
  - d) Personal selling

**Q6. Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)**

- i. Social Media Marketing allows for online customer support through 24/7 services to make customer feel supported and valued which help the company to develop: 1
  - a) Feedback
  - b) Competitive advantage
  - c) Brand awareness
  - d) Impact

- ii. A company that sells a product of supreme quality and unique features and technology will employ premium distribution channels and promotional strategies always adopt: 1
- Skimming pricing
  - Penetration pricing
  - Premium pricing
  - Leader pricing
- iii. \_\_\_\_\_ characteristics makes it difficult to standardise the quality of service. 1
- Intangibility
  - Heterogeneity
  - Simultaneity
  - Perishability
- iv. Promotion creates----- by influencing consumers' perceptions. 1
- Value
  - Price
  - Quality
  - Impact
- v. The emergence of self-service outlets have forced manufactures to have attractive 1
- Design
  - Label
  - Brand
  - Packaging.
- vi. It refers to the manner in which a marketer changes the whole product in order to satisfy a particular segment or customer. 1
- Product positioning
  - Product repositioning
  - Product modification
  - Product differentiation

### 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.**

- Q7. Name the four communication skills required to learn any language. 2
- Q8. What is stress and how to manage it? 2
- Q9. Define spread sheet. Why spreadsheet is considered as an effective tool of presentation? 2
- Q10. Entrepreneurship — art and science. Explain 2
- Q11. How you can ensure Green Jobs in transportation? 2

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

- Q12. Discuss any two types of services. 2
- Q13. Explain any two criteria to judge the quality of service. 2
- Q14. Define digital marketing. 2
- Q15. Discuss any two advantages of Social Media Marketing. 2
- Q16. External factors are forces which are beyond control of the firm. Explain any two external factors which influence the pricing decision. 2

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

- Q17. While deciding the most crucial element of marketing mix, the business is required take into account various dimensions of product mix. Enlist and Explain them in brief? 3
- Q18. Describe the functions of labelling in the marketing of products. 3
- Q19. Explain the facilitating function performed by channel of distribution. 3

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

- Q20. Ajay was appointed as the marketing head of Global Enterprise, a manufacturer of toothpastes and toothbrushes. His target sale was 2000 units a month. 4
- i. Identify the channel of distribution Ajay would adopt for the distribution of toothpaste and toothbrushes and justify it by giving reasons.
  - ii. Explain the functions of channel of distribution.
- Q21. Discuss the various functions performed by the wholesalers. 4
- Q22. Explain the advantages of online marketing over traditional marketing. 4
- Q23. Geetha purchased a bottle of pickle from the local grocery shop. The information provided on the bottle was not clear. She fell sick on consuming it. She filed a case in the District Forum under Consumer Protection Act and got relief. 4
- i. Identify the important aspect neglected by the marketer in the above case.
  - ii. Explain briefly the functions of the aspect identified in (i) above.
- Q24. Define Cost-Oriented pricing policy. Discuss any three cost-oriented pricing policies. 4

**End of the Question Paper**