

ROLL NUMBER				
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SET	A
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**INDIAN SCHOOL MUSCAT  
FINAL EXAMINATION 2022  
MARKETING (812)**



CLASS : XII  
DATE: 19-11-2022

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. The ability to do what needs to be done without the influence or thrust from other people or situations is known as: 1

- a) Direction
  - b) Self – motivation
  - c) Self – learning
  - d) Self – assessment
- ii. Talkative vs. silent; frank, open vs. secretive; adventurous vs. cautious; sociable vs. 1  
reclusive these traits describe which dimension of personality?
- a) Agreeableness
  - b) Conscientiousness
  - c) Extraversion
  - d) Culture
- iii. The files that are created with Spreadsheet software are called 1
- a) Worksheet
  - b) Package
  - c) Program
  - d) Spreadsheet
- iv. Mr Gupta has a spreadsheet with a list of 500 items in his shop. A customer comes and asks 1  
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:
- a) Apply filter.
  - b) Sort the data.
  - c) Use password.
  - d) Format data.
- v. G7 is an example of a: 1
- a) Macro
  - b) Template
  - c) Colum
  - d) Cell address
- vi. What thoughts come to the mind when you're under negative stress 1
- a) You think that you can cope with the situation
  - b) You think that you cannot cope with the situation
  - c) You think that everything will get fine eventually
  - d) You think that you will get help immediately

Q. 2

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

- i. It represents solution to customers, problems. Identify It in the sentence. 1
- a) Price
  - b) Product
  - c) Promotion
  - d) Place
- ii. A publisher wants to reach new customers overseas. Which would be the most cost- 1  
effective form of promotion?
- a) Sales promotion
  - b) Radio advertisement
  - c) Online advertisement

d) Newspaper advertisement

iii. Direct mail orders are the examples of :

- a) Indirect distribution
- b) Three-levels of channels of distribution
- c) Direct distribution
- d) One level channel of distribution

1

iv. A manufacturer of detergent powder in Gujarat would find it very difficult to directly approach customers, stay in Delhi, Hyderabad, Srinagar and other far off places. Therefore, he should supply a large quantity of his product to a big merchant, stay in Hyderabad. This big merchant would then supply detergent powder to relatively small sellers in various towns of Hyderabad. These sellers would in turn, resell the goods to customers. Which element of marketing is discussed here:

- a) One Level Channel
- b) Two level channel
- c) Three level channel
- d) Zero Level channel

v. \_\_\_\_\_ furnishes information about the product attributes and quality

- a) Label
- b) Brand
- c) Packet
- d) Trade mark

1

vi. The product's benefit to the consumer is called

- a) Associated features
- b) Core product
- c) Generic product
- d) Brand

1

vii. In a highly-competitive market, a seller's objective is to give \_\_\_\_\_ at minimum-possible price.

- a) Maximum utility
- b) Efficiency
- c) Profit
- d) Price

1

Q. 3

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

i. A cup of tea is priced differently by hotels and restaurants of different categories. Identify the pricing strategy.

- a) Cost oriented pricing
- b) Skimming pricing
- c) Penetration pricing
- d) Perceived value pricing

1

ii. Wholesalers serve as a shock absorber for producers. They protect the producers from various uncertainties such as change in demand, damage to goods while in storage etc.

1

From the above lines identify the function of Wholesalers.

- a) Collection of goods
  - b) Spokesperson of customers
  - c) Transportation
  - d) Risk taking
- iii. A custom tailored marketing approach in which the company's objective is to build lasting relationships with carefully targeted individual consumers are called 1
- a) Database marketing
  - b) Online marketing
  - c) Personal selling
  - d) Sales promotion
- iv. Mass communication with customer or potential customers, usually through paid public media is known as 1
- a) Publicity
  - b) Sales promotion
  - c) Advertising
  - d) Public relations
- v. Nestle believed that the target consumers for Nescafe coffee were upper-middle-class consumers, so they fixed high price. Later, with the success of this approach and strategy, they lowered the prices and targeted the middle class. Identify the pricing policy. 1
- a) Market penetration
  - b) Market skimming
  - c) Differential pricing
  - d) Dual pricing
- vi. Define the type of product discussed here. 1
- Oral Polio Vaccine was unknown in Indian market initially, but heavy promotion and persuasion by the government has led to eradication of polio.
- vii. Big Mike's Health Food Store sells nutritional energy-producing foods. The price of the products sold varies according to individual customer accounts and situations. For example, long-time customers receive discounts. This strategy is an example of \_\_\_\_\_. 1
- a) Cost-plus pricing
  - b) Penetration pricing
  - c) Differential pricing
  - d) Everyday low pricing

Q. 4

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

- i. Retailers keep a record of all the needs, wishes and demands of customers. This information is then passed to wholesalers and then to the manufacturers ears. In this way Retailers help the manufacturers in producing the goods desired by the customers. Identify the function of retailers from above.
- a) Spokesperson of customers
  - b) Breaking the bulk
  - c) Financing

- d) Storage
- ii. The classification of standardized products into certain well defined classes or group is called 1
- a) Segmentation
  - b) Standardization
  - c) Grading
  - d) Specification
- iii. The goods that enter completely into manufacturing of the product are classified as 1
- a) Suppliers
  - b) Materials and parts
  - c) Capital items
  - d) Natural items
- iv. A firm that produces highly substitute goods can adopt which one of the following pricing strategy? 1
- a) Going rate pricing
  - b) Product bundling
  - c) Penetration pricing
  - d) Skimming pricing
- v. A commercial activity, whereby one party permits another an opportunity to exploit an association with a target audience in return for funds, services, or resources is referred to as: 1
- a) Advertising.
  - b) Exchange.
  - c) Public relations.
  - d) Sponsorship.
- vi. An automobile company giving its advertisement in the newspaper for a new product is an example of which type of advertising? 1
- a) Reminder advertising
  - b) Reinforcement advertising
  - c) Persuasive advertising
  - d) Informative advertising

Q. 5

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

- i. This approach is fairly standard for high-technology offerings or for those offerings that require substantial research and development cost input initially. 1
- a) Market skimming pricing.
  - b) Customer-centric pricing.
  - c) Market penetration pricing.
  - d) Differential pricing
- ii. In the maturity phase of the PLC, a marketing manager should consider: 1
- a) Dropping the product and moving on to the next product winner
  - b) Modifying the market, product, and marketing mix
  - c) Pricing to penetrate the market
  - d) Stay in the same condition

- iii. Rapidly escalating advertisement cost is a feature of which advertising tool? 1
- Radio advertising
  - Print media
  - Yellow page
  - TV Advertising
- iv. What do BTL promotions facilitate that ATL promotions can't? 1
- One-on-one communication with your target group
  - Partnership with brand promotion companies
  - Brand exposure
  - Brand promotion
- v. A form of communication in which marketer persuades, informs and remind the customer as well as potential customer by using written communication medium is called ----- 1
- vi. During high demand for goods and services because of high incomes and purchasing power of consumers, companies set higher prices for their products is which aspects of production to be considered for setting price? 1
- Price of raw material
  - Cost of manufacturing
  - Competition in the market
  - Market Conditions

Q. 6

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

- i. To attract customers into stores, the store advertises its milk at a price less than cost, hoping that customers will purchase other groceries as well. Milk is acting as which of the following? 1
- Premium item
  - Loss leader
  - On- sale item
  - Psychological pricing product
- ii. Kellogg's product lines consist of: (1) Ready-to-eat cereal, (2) Pastries and breakfast snacks, (3) Crackers and cookies, and (4) Frozen/Organic/Natural goods. This is an example of 1
- Breadth
  - Depth
  - Consistency
  - Assortment
- iii. What is a distribution channel? 1
- A group of distributors
  - A shop or other retail outlet
  - A product's route through the supply chain
  - A means of transporting goods (e.g. Lorry or train)

iv.

**Forget the monsters, beware of missing this**

**Halloween Sale!!**

**Grab 20% off \* On discount coupons**

**\*use code: spooky 22**

Identify the promotion tool used by the company to attract customers on a special occasion.

- a) Prize promotion
- b) Sweepstake
- c) Contest
- d) Off the shelf offers

v. \_\_\_\_\_ are marketing intermediaries who are hired to advertise and promote the products and services of a business to increase sales and receive remuneration commissions. 1

vi. All of the following are true about price EXCEPT: 1

- a) Price is independent of the other elements of the marketing mix
- b) Price is the monetary value of a product
- c) Price is most flexible tool in the marketing mix
- d) Price is marketing mix element which produces revenue

### **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 Mahatma Gandhi dreamt big about an independent India. At that time, people did not believe in his dream because it seemed unachievable. However, he was determined and never gave up. Because he dreamt big, he managed to reach his goal. Explain the importance of Dreaming Big in our life from the above example. 2

Q.8 A person with a personality disorder thinks, feels, behaves or relates to others very differently from the average person. Suggest the best steps to overcome personality disorders. 2

Q.9 What are the steps to insert a square shape in a presentation? 2

Q.10 You have a summer vacation project on how to make biogas. You have done a lot of research, clicked pictures of biogas plants and taken videos of people, who use biogas. Now, you have to make a presentation before the class. What would you use? Explain any two advantages of the selected tool. 2

Q.11 Differentiate between a workbook and a worksheet. 2

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

Q.12 In some products, it is written that the products contain traces of nuts and shouldn't be consumed by a person who's allergic to nuts. The type and extent of information that must be imparted by a label are governed by the relevant safety and shipping laws. Explain the 2

role of labeling.

- Q.13 Identify and explain any two specific functions performed by retailers as an intermediary. 2
- Q.14 What are the different types of promotional strategies the company has to follow during the introduction stage? 2
- Q.15 Differentiate the objectives of personal selling and sales promotion. 2
- Q.16 The Coca-Cola Company is an American multinational beverage corporation, purchased Columbia Pictures for \$750 million. Identify and define the product decision of the company. 2

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

- Q.17 “Any activity which aids value to a product or service for a limited time period by offering an incentive to purchase.” Identify the P defined here and explain the main objectives. 3
- Q.18 Sky TV gave away their satellite dishes for free in order to set up a market for them. This gives the companies a start and a consumer base. What are the conditions favouring this pricing policy? 3
- Q.19 There is no perfect promotion mix. Everyone has to devise a mix depending upon the situation. It has to be tailor-made depending upon the characteristics of the situation. Identify any three factors of affecting the selection of Promotion Mix. 3

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

- Q.20 “Pricing is not an end in itself but a means to achieving certain objectives of the marketing department of a firm.” Discuss. 4
- Q.21 Promotion focuses on communicating with the target market. It includes the Integrated Marketing Communication, the Process of Communication, and the promotion mix or the tools to promote product, service or idea. Identify the main promotional tools in market. Explain with examples. 4
- Q.22 List any four grounds on the basis of which price discrimination occurs. Illustrate each with the help of an example. 4
- Q.23 Every producer, in order to pass on the product to the consumer, is required to select a channel for distribution. The selection of the suitable channel of distribution is one of the important factors of the distribution decisions. Explain the factors influencing the selection of the channel of distribution. 4
- Q.24 Walmart engages in both the retail and wholesale business, selling an assortment of merchandise and services worldwide at stores and online at everyday low prices. What are the differences between wholesalers and large scale retailers? Explain briefly. 4

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



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**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. The ability to do what needs to be done without the influence or thrust from other people or situations is known as

- a) Direction
  - b) Self – motivation
  - c) Self – learning
  - d) Self – assessment
- ii. Talkative vs. silent; frank, open vs. secretive; adventurous vs. cautious; sociable vs. 1  
reclusive these traits describe which dimension of personality?
- a) Agreeableness
  - b) Conscientiousness
  - c) Extraversion
  - d) Culture
- iii. The \_\_\_\_\_ function is used to find the maximum of numbers in a given range of 1  
cells.
- a) MIN
  - b) ALT
  - c) CTRL
  - d) MAX
- iv. Mr Ravi has a spreadsheet with a list of 500 items in his shop. A customer comes and asks 1  
for a particular item. How should he arrange the data so that he can find that item fast?  
What would Mr Ravi do? He will:
- a) Apply filter.
  - b) Sort the data.
  - c) Use password.
  - d) Format data.
- v. G7 is an example of a 1
- a) Cell address
  - b) Macro
  - c) Template
  - d) Colum
- vi. Which of the following is a subtype of Dramatic/Emotional Personality Disorders 1  
(Cluster B)?
- a) Paranoid Personality Disorder
  - b) Schizotypal Personality Disorder
  - c) Histrionic Personality Disorder
  - d) Schizoid Personality Disorder

Q. 2

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

- i. Nathasha called several airlines to compare rates and chose a flight on British Midland as it 1  
had a better reputation for service and competitive prices. The airline ticket is an example  
of which type of product?
- a) Convenience
  - b) Shopping
  - c) Specialty
  - d) Unsought
- ii. A publisher wants to reach new customers overseas. Which would be the most cost- 1  
effective form of promotion?
- a) Sales promotion
  - b) Radio advertisement
  - c) Online advertisement
  - d) Newspaper advertisement
- iii. Direct mail orders are the examples of : 1
- a) Indirect distribution

- b) Three-levels of channels of distribution
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- iv. A manufacturer of detergent powder in Gujarat would find it very difficult to directly approach customers, stay in Delhi, Hyderabad, Srinagar and other far off places. Therefore, he should supply a large quantity of his product to a big merchant, stay in Hyderabad. This big merchant would then supply detergent powder to relatively small sellers in various towns of Hyderabad. These sellers would in turn, resell the goods to customers. Which element of marketing is discussed here? 1
- a) One Level Channel
  - b) Two level channel
  - c) Three level channel
  - d) Zero Level channel
- v. \_\_\_\_\_ furnishes information about the product attributes and quality 1
- a) Label
  - b) Brand
  - c) Packet
  - d) Trade mark
- vi. The product's benefit to the consumer is called 1
- a) Associated features
  - b) Core product
  - c) Generic product
  - d) Brand
- vii. In a highly-competitive market, a seller's objective is to give \_\_\_\_\_ at minimum- possible price. 1
- a) Maximum utility
  - b) Efficiency
  - c) Profit
  - d) Price

Q. 3

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

- i. 'Sweet Chat' is a famous readymade snacks chain selling a large variety of products in the Indian market. The firm sells the same product / service at two or more prices to different customer groups depending where they are buying products. The same product which is priced at Rs 100 at local shops is sold out at Rs. 120 in malls. Identify the pricing policy adopted by 'Sweet Chat'. 1
- a) Competitive Pricing
  - b) Sealed Bid Pricing
  - c) Discriminatory Pricing
  - d) Going Rate Policy

- ii. Wholesalers serve as a shock absorber for producers. They protect the producers from various uncertainties such as change in demand, damage to goods while in storage, etc. From the above lines identify the function of Wholesalers. 1
- a) Collection of goods
  - b) Spokesperson of customers
  - c) Transportation
  - d) Risk taking
- iii. A custom tailored marketing approach in which the company's objective is to build lasting relationships with carefully targeted individual consumers called 1
- a) Database marketing
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- a) Market penetration
  - b) Market skimming
  - c) Differential pricing
  - d) Dual pricing
- vi. Define the type of product discussed here. 1
- Oral Polio Vaccine was unknown in Indian market initially, but heavy promotion and persuasion by the government has led to eradication of polio.
- vii. A dress designer wishes to sell his unique exclusive dress to wealthy customers. Which pricing strategy should he use? 1
- a) Penetration
  - b) Skimming
  - c) Cost-plus pricing
  - d) Hour-based pricing

Q. 4

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

- i. Retailers keep a record of all the needs, wishes and demands of customers. This information is then passed to wholesalers and then to the manufacturers ears. In this way Retailers help the

manufacturers in producing the goods desired by the customers. Identify the function of retailers from above.

- a) Spokesperson of customers
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- ii. The classification of standardized products into certain well defined classes or group is called: 1
- a) Segmentation
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- iii. The goods that enter completely into manufacturing of the product are classified as 1
- a) Suppliers
  - b) Materials and parts
  - c) Capital items
  - d) Natural items
- iv. Which of the following factors does not affect differential pricing method? 1
- a) Location
  - b) Product version
  - c) Time differentiation
  - d) Image differentiation
- v. A commercial activity, whereby one party permits another an opportunity to exploit an association with a target audience in return for funds, services, or resources is referred to as: 1
- a) Advertising.
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**Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)**

- i. This approach is fairly standard for high-technology offerings or for those offerings that require substantial research and development cost input initially. 1
- a) Market skimming pricing.

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- iii. Rapidly escalating advertisement cost is a feature of which advertising tool? 1
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- iv. What do BTL promotions facilitate that ATL promotions can't? 1
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- vi. During high demand for goods and services because of high incomes and purchasing power of consumers, companies set higher prices for their products is which aspects of production to be considered for setting price? 1
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Q. 6

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

- i. To attract customers into stores, the store advertises its milk at a price less than cost, hoping that customers will purchase other groceries as well. Milk is acting as which of the following? 1
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  - a) Breadth
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iii. What is a distribution channel?

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- a) A group of distributors
- b) A shop or other retail outlet
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Halloween Sale!!  
Grab 20% off \* On discount coupons  
\*use code: spooky 22**

Identify the promotion tool used by the company to attract customers on a special occasion.

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- b) Sweepstake
- c) Contest
- d) Off the shelf offers

v. \_\_\_\_\_ are marketing intermediaries who are hired to advertise and promote the products and services of a business to increase sales and receive remuneration commissions

vi. All of the following are true about price EXCEPT:

- a) Price is independent of the other elements of the marketing mix
- b) Price is the monetary value of a product
- c) Price is most flexible tool in the marketing mix
- d) Price is marketing mix element which produces revenue

### 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 Mahatma Gandhi dreamt big about an independent India. At that time, people did not believe in his dream because it seemed unachievable. However, he was determined and never gave up. Because he dreamt big, he managed to reach his goal. Explain the importance of Dreaming Big in our life from the above example.

Q.8 All people look forward to vacations for de-stressing and rejuvenation. State any other two ways by which people can manage stress.

Q.9 What are the steps to insert a square shape in a presentation?

Q.10 You have a summer vacation project on how to make biogas. You have done a lot of research, clicked pictures of biogas plants and taken videos of people, who use biogas. Now, you have to make a presentation before the class. What would you use? Explain any two advantages of the selected tool.

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

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Q.18 Sky TV gave away their satellite dishes for free in order to set up a market for them. This gives the companies a start and a consumer base. What are the conditions favouring this pricing policy? 3

Q.19 There is no perfect promotion mix. Everyone has to devise a mix depending upon the situation. It has to be tailor-made depending upon the characteristics of the situation. Identify any three factors of affecting the selection of Promotion Mix. 3

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

Q.20 "Pricing is not an end in itself but a means to achieving certain objectives of the marketing department of a firm." Discuss. 4

Q.21 Advertising through various media is the most common and traditional form of promotion used by business firms. Discuss any four other ways to promote goods and services. 4

Q.22 List any four grounds on the basis of which price discrimination occurs. Illustrate each with the help of an example. 4

Q.23 Every producer, in order to pass on the product to the consumer, is required to select a channel for distribution. The selection of the suitable channel of distribution is one of the important factors of the distribution decisions. Explain the factors influencing the selection of the channel of distribution. 4

Q.24 Walmart engages in both the retail and wholesale business, selling an assortment of merchandise and services worldwide at stores and online at everyday low prices. What are the differences between wholesalers and large scale retailers? Explain briefly. 4

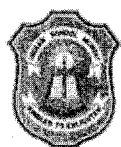
**\*\*\*\*END OF THE QUESTION PAPER\*\*\*\***



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CLASS : XII  
DATE: 19-11-2022

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. What thoughts come to the mind when you're under negative stress

1

- a) You think that you can cope with the situation
- b) You think that you cannot cope with the situation
- c) You think that everything will get fine eventually
- d) You think that you will get help immediately

ii. G7 is an example of a:

1

- a) Macro
- b) Template
- c) Colum
- d) Cell address

iii. 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:

- a) Apply filter.
- b) Sort the data.
- c) Use password.
- d) Format data.

iv. The files that are created with Spreadsheet software are called

1

- a) Worksheet
- b) Package
- c) Program
- d) Spreadsheet

v. Talkative vs. silent; frank, open vs. secretive; adventurous vs. cautious; sociable vs. reclusive these traits describe which dimension of personality?

- a) Agreeableness
- b) Conscientiousness
- c) Extraversion
- d) Culture

vi. The ability to do what needs to be done without the influence or thrust from other people or situations is known as

- a) Direction
- b) Self – motivation
- c) Self – learning
- d) Self – assessment

Q. 2

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

i. A manufacturer of detergent powder in Gujarat would find it very difficult to directly approach customers, stay in Delhi, Hyderabad, Srinagar and other far off places. Therefore, he should supply a large quantity of his product to a big merchant, stay in Hyderabad. This big merchant would then supply detergent powder to relatively small sellers in various towns of Hyderabad. These sellers would in turn, resell the goods to customers. Which element of marketing is discussed here?

- a) One Level Channel
- b) Two level channel
- c) Three level channel
- d) Zero Level channel

ii. Direct mail orders are the examples of :

1

- a) Indirect distribution
  - b) Three-levels of channels of distribution
  - c) Direct distribution
  - d) One level channel of distribution
- iii. A publisher wants to reach new customers overseas. Which would be the most cost-effective form of promotion? 1
- a) Sales promotion
  - b) Radio advertisement
  - c) Online advertisement
  - d) Newspaper advertisement
- iv. It represents solution to customers, problems. Identify 'It' in the sentence. 1
- a) Price
  - b) Product
  - c) Promotion
  - d) Place
- v. \_\_\_\_\_ furnishes information about the product attributes and quality 1
- a) Label
  - b) Brand
  - c) Packet
  - d) Trade mark
- vi. The product's benefit to the consumer is called 1
- a) Associated features
  - b) Core product
  - c) Generic product
  - d) Brand
- vii. In a highly-competitive market, a seller's objective is to give \_\_\_\_\_ at minimum-possible price. 1
- a) Maximum utility
  - b) Efficiency
  - c) Profit
  - d) Price

**Q. 3 Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)**

- i. A cup of tea is priced differently by hotels and restaurants of different categories. Identify the pricing strategy. 1
- a) Cost oriented pricing
  - b) Skimming pricing
  - c) Penetration pricing
  - d) Perceived value pricing
- ii. Wholesalers serve as a shock absorber for producers. They protect the producers from various uncertainties such as change in demand, damage to goods while in storage, etc. From the above lines identify the function of Wholesalers. 1
- a) Collection of goods
  - b) Spokesperson of customers

- c) Transportation
  - d) Risk taking
- iii. A custom tailored marketing approach in which the company's objective is to build lasting relationships with carefully targeted individual consumers called 1
- a) Database marketing
  - b) Online marketing
  - c) Personal selling
  - d) Sales promotion
- iv. Mass communication with customer or potential customers, usually through paid public media is known as 1
- a) Publicity
  - b) Sales promotion
  - c) Advertising
  - d) Public relations
- v. Nestle believed that the target consumers for Nescafe coffee were upper-middle-class consumers, so they fixed high price. Later, with the success of this approach and strategy, they lowered the prices and targeted the middle class. Identify the pricing policy. 1
- a) Market penetration
  - b) Market skimming
  - c) Differential pricing
  - d) Dual pricing
- vi. Define the type of product discussed here. 1
- Oral Polio Vaccine was unknown in Indian market initially, but heavy promotion and persuasion by the government has led to eradication of polio.
- vii. Big Mike's Health Food Store sells nutritional energy-producing foods. The price of the products sold varies according to individual customer accounts and situations. For example, long-time customers receive discounts. This strategy is an example of \_\_\_\_\_. 1
- a) Cost-plus pricing
  - b) Penetration pricing
  - c) Differential pricing
  - d) Everyday low pricing

Q. 4

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

- i. Retailers keep a record of all the needs, wishes and demands of customers. This information is then passed to wholesalers and then to the manufacturers ears. In this way Retailers help the manufacturers in producing the goods desired by the customers. Identify the function of retailers from above.
- a) Spokesperson of customers
  - b) Breaking the bulk
  - c) Financing
  - d) Storage
- ii. The classification of standardized products into certain well defined classes or group is called: 1

- a) Segmentation
  - b) Standardization
  - c) Grading
  - d) Specification
- iii. The goods that enter completely into manufacturing of the product are classified as 1
- a) Suppliers
  - b) Materials and parts
  - c) Capital items
  - d) Natural items
- iv. The process whereby a business sets the price at which it intends to sell its product and services is known as: 1
- a) Price
  - b) Price mix
  - c) Pricing
  - d) Price setting
- v. A commercial activity, whereby one party permits another an opportunity to exploit an association with a target audience in return for funds, services, or resources is referred to as: 1
- a) Advertising.
  - b) Exchange.
  - c) Public relations.
  - d) Sponsorship.
- vi. An automobile company giving its advertisement in the newspaper for a new product is an example of which type of advertising? 1
- a) Reminder advertising
  - b) Reinforcement advertising
  - c) Persuasive advertising
  - d) Informative advertising
- Q. 5 **Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)**
- i. This approach is fairly standard for high-technology offerings or for those offerings that require substantial research and development cost input initially. 1
- a) Market skimming pricing.
  - b) Customer-centric pricing.
  - c) Market penetration pricing.
  - d) Differential pricing
- ii. In the maturity phase of the PLC, a marketing manager should consider: 1
- a) Dropping the product and moving on to the next product winner
  - b) Modifying the market, product, and marketing mix
  - c) Pricing to penetrate the market
  - d) Stay in the same condition
- iii. Rapidly escalating advertisement cost is a feature of which advertising tool? 1
- a) Radio advertising
  - b) Print media
  - c) Yellow page
  - d) TV Advertising

- iv. What do BTL promotions facilitate that ATL promotions can't? 1
  - a) One-on-one communication with your target group
  - b) Partnership with brand promotion companies
  - c) Brand exposure
  - d) Brand promotion
- v. A form of communication in which marketer persuades, informs and remind the customer as well as potential customer by using written communication medium is called ----- 1
- vi. During high demand for goods and services because of high incomes and purchasing power of consumers, companies set higher prices for their products is which aspects of production to be considered for setting price? 1
  - a) Price of raw material
  - b) Cost of manufacturing
  - c) Competition in the market
  - d) Market Conditions

Q. 6

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

- i. To attract customers into stores, the store advertises its milk at a price less than cost, hoping that customers will purchase other groceries as well. Milk is acting as which of the following? 1
  - a) Premium item
  - b) Loss leader
  - c) On- sale item
  - d) Psychological pricing product
- ii. Kellogg's product lines consist of: (1) Ready-to-eat cereal, (2) Pastries and breakfast snacks, (3) Crackers and cookies, and (4) Frozen/Organic/Natural goods. This is an example of 1
  - a) Breadth
  - b) Depth
  - c) Consistency
  - d) Assortment
- iii. What is a distribution channel? 1
  - a) A group of distributors
  - b) A shop or other retail outlet
  - c) A product's route through the supply chain
  - d) A means of transporting goods (e.g. Lorry or train)

- iv. **Forget the monsters, beware of missing this Halloween Sale!!** 1

**Grab 20% off \* On discount coupons**

**\*use code: spooky 22**

Identify the promotion tool used by the company to attract customers on a special occasion.

- a) Prize promotion
- b) Sweepstake
- c) Contest
- d) Off the shelf offers

- v. \_\_\_\_\_ are marketing intermediaries who are hired to advertise and promote the products and services of a business to increase sales and receive remuneration commissions 1
- vi. All of the following are true about price EXCEPT: 1
- a) Price is independent of the other elements of the marketing mix
  - b) Price is the monetary value of a product
  - c) Price is most flexible tool in the marketing mix
  - d) Price is marketing mix element which produces revenue

### 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 Mahatma Gandhi dreamt big about an independent India. At that time, people did not believe in his dream because it seemed unachievable. However, he was determined and never gave up. Because he dreamt big, he managed to reach his goal. Explain the importance of Dreaming Big in our life from the above example. 2
- Q.8 A person with a personality disorder thinks, feels, behaves or relates to others very differently from the average person. Suggest the best steps to overcome personality disorders. 2
- Q.9 Write any two features of spreadsheets application. 2
- Q.10 You have a summer vacation project on how to make biogas. You have done a lot of research, clicked pictures of biogas plants and taken videos of people, who use biogas. Now, you have to make a presentation before the class. What would you use? Explain any two advantages of the selected tool. 2

- Q.11 Differentiate between a workbook and a worksheet. 2

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

- Q.12 In some products, it is written that the products contain traces of nuts and shouldn't be consumed by a person who's allergic to nuts. The type and extent of information that must be imparted by a label are governed by the relevant safety and shipping laws. Explain the role of labeling. 2
- Q.13 Identify and explain any two specific functions performed by retailers as an intermediary. 2
- Q.14 What are the different types of promotional strategies the company has to follow during the introduction stage? 2
- Q.15 Differentiate the objectives of personal selling and sales promotion. 2
- Q.16 Tomato Ltd., a food delivery service app has recently faced criticism for the tampering of their product, by their delivery boys. Tomato Ltd. decided to put a hologram seal on the food packets in order to protect the contents from spoilage, leakage, pilferage, damage, along with a tag with a safety warning for the consumers to check the seal. Which concept of marketing discussed above is performing the important function of communicating with the potential buyer and promoting the sale. Identify the concept and define it. 2

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

- Q.17 “Any activity which adds value to a product or service for a limited time period by offering an incentive to purchase.” Identify the P defined here and explain the main objectives. 3
- Q.18 Sky TV gave away their satellite dishes for free in order to set up a market for them. This gives the companies a start and a consumer base. What are the conditions favouring this pricing policy? 3
- Q.19 The Research & Development department of Healthy Production Ltd. has decided to diversify from manufacturing health drinks to cereals made from millets. They are well aware of the fact that the company will have to communicate to the people the benefits of eating millets. For this purpose, they plan to sponsor various events like marathons and encourage people to switch to healthy eating through newsletters. 3
- Identify the promotional tools being discussed above.
  - Also explain any two other promotional tools that can be used by the company, apart from the one discussed above.

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

- Q.20 “Pricing is not an end in itself but a means to achieving certain objectives of the marketing department of a firm.” Discuss. 4
- Q.21 Promotion focuses on communicating with the target market. It includes the Integrated Marketing Communication, the Process of Communication, and the promotion mix or the tools to promote product, service or idea. Identify the main promotional tools in market. Explain with examples. 4
- Q.22 List any four grounds on the basis of which price discrimination occurs. Illustrate each with the help of an example. 4
- Q.23 Every producer, in order to pass on the product to the consumer, is required to select a channel for distribution. The selection of the suitable channel of distribution is one of the important factors of the distribution decisions. Explain the factors influencing the selection of the channel of distribution. 4
- Q.24 Walmart engages in both the retail and wholesale business, selling an assortment of merchandise and services worldwide at stores and online at everyday low prices. What are the differences between wholesalers and large scale retailers? Explain briefly. 4

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