

ROLL NUMBER				
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SET	1
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QP.Code:812/01/1



**INDIAN SCHOOL MUSCAT
FIRST PRE BOARD EXAMINATION 2023
MARKETING (812)**



CLASS : XII
DATE: 17-01-2023

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):

1. This section has 06 questions.
2. There is no negative marking.
3. Do as per the instructions given.
4. Marks allotted are mentioned against each question/part.

SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):

1. This section contains 18 questions.
2. A candidate has to do 11 questions.
3. Do as per the instructions given.
4. 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 of the following is characterised by an extreme feeling of self-importance? (Choose the correct alternative) 1
 - (A) Narcissistic personality disorder
 - (B) Borderline personality disorder
 - (C) Dependent personality disorder
 - (D) None of the above
- ii. Varsha is a homemaker. A maid has been working at her house for two years. Despite having CCTV cameras installed at home, Varsha is always suspicious about the maid. She follows her all the time and keeps a tab on her movements. This causes stress between Varsha and her maid. Identify the personality disorders. 1
- iii. What is the shortcut key to underline text in a spreadsheet? (Choose the correct alternative) 1
 - (A) Ctrl+b
 - (B) Ctrl+i
 - (C) Ctrl+l

(Signature)

- (D) Ctrl+u
- iv. Which of the following features is used to perform addition in spreadsheets? (Choose the correct alternative) 1
- (A) Format option
 - (B) Formula
 - (C) Charts
 - (D) Graphs
- v. Prashant works for Surabhi, who is a businesswoman. 1
- Prashant is a _____. (Choose the correct alternative)
- (A) Entrepreneur
 - (B) Wage employed person
 - (C) Skilled worker
 - (D) Businessman
- vi. Mary believes that she will not have the ability to work with a team when she starts her business. 1
- The barrier she is facing is _____. (Choose the correct alternative)
- (A) Getting capital
 - (B) Risk taking
 - (C) Self-doubt
 - (D) Lack of motivation
- Q. 2 Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)**
- i. _____ ensure the exclusive use of brand name by one seller. (Choose the correct alternative) 1
- (A) Logo
 - (B) Name
 - (C) Brand name
 - (D) Trade mark
- ii. Which type of pricing policy is suitable where little is known about the price elasticity of the product: (Choose the correct alternative) 1
- (A) Differential Pricing
 - (B) Penetration Pricing
 - (C) Perceived Value Pricing
 - (D) Skimming Pricing
- iii. MRF Tyre company cannot fix the prices of its Tyres without considering the prices of Bridgestone Tyre Company, Goodyear Tyre company etc. 1
- Which aspect of production is taken care by MRF Tyres while setting price for its product?
- iv. Along with assembling; storage, grading, sorting and transportation are essential for physical exchange of goods which form _____ function of physical distribution. (Choose the correct alternative) 1
- (A) Transportation
 - (B) Banking
 - (C) Warehousing
 - (D) Logistic
- v. A scheduled flight if not filled with fliers goes in vain forever. Identify the characteristics of services? 1

- vi. What is the service type on the basis of level of tangibility? 1
- vii. _____ is a communication tool that makes the companies accessible to those interested in their product and makes them visible to those who have no knowledge of their products. 1
- Q. 3 Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)**
- i. _____ is the basic tool by which profitability of the firm is measured. 1
- ii. The _____ of the product determines whether the product should be manufactured or its production discontinued. (Choose the correct alternative) 1
- (A) Costs
(B) Demand
(C) Supply
(D) Price
- iii. Identify the pricing policy which will prevent new firms from entering the market. (Choose the correct alternative) 1
- (A) Skimming pricing
(B) Cost based pricing
(C) Below cost pricing
(D) Break – even pricing
- iv. Metro Limited has hired 300 salesmen who will be assigned the task of contacting prospective buyers and creating awareness about the new range of organic incenses introduced by the company. Identify the element of promotion been described in the given lines. (Choose the correct alternative) 1
- (A) Advertising
(B) Sales promotion
(C) Personal selling
(D) Public relation
- v. What is the meaning of end-to-end encryption? 1
- vi. Promotion creates value by influencing consumers' _____. (Choose the correct alternative) 1
- (A) Perceptions
(B) Demand
(C) Supply
(D) Cost
- vii. When you enter a supermarket, you often also see advertisements for introductory low prices for some fresh items. Identify the type of pricing policy. (Choose the correct alternative) 1
- (A) Skimming pricing
(B) Online marketing
(C) Penetration pricing
(D) Sales promotion

Q. 4 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)

- i. A category of convenience goods consisting of items purchased quickly in necessity without influencing by price is called: (Choose the correct alternative) 1
(A) Shopping goods
(B) Specialty goods
(C) Emergency goods
(D) Staple goods
- ii. Government collects money through taxes and uses it for finance social projects like health care, education and social welfare etc. This is an example of: (Choose the correct alternative) 1
(A) Resource mobilization
(B) Price stabilization
(C) Price war
(D) Enhancing Public Image of the Firm
- iii. A customer bought a product and has defect and post purchase service is desired by customer then _____ function of channel of distribution is performed. (Choose the correct alternative) 1
(A) Facilitating function
(B) Transactional function
(C) Logistical function
(D) Transmission power
- iv. Within 2 years of its inception, Surya Limited has created a very positive reputation about itself and its products in the eyes of general public by participating extensively in various social welfare programs. Identify the component of promotion mixing described in the given lines. (Choose the correct alternative) 1
(A) Advertising
(B) Sales promotion
(C) Personal selling
(D) Public relation
- v. Write short notes on Integrated Marketing Communication 1
- vi. Any advertising activity which creates and exploits a direct relationship between the marketer and its prospects or customer as an individual is known as: (Choose the correct alternative) 1
(A) Direct marketing
(B) Sales promotion
(C) Personal selling
(D) Public relations

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

- i. Which of the following is an example of unsought product? (Choose the correct alternative) 1
(A) Life insurance policy
(B) Car insurance required to be purchased by law
(C) An expensive car
(D) Food
- ii. Management of a firm can make estimates of -----at different levels of production at 1

different prices and can choose the best combination of production, volume, and price. (Choose the correct alternative)

- (A) Price
- (B) Cost
- (C) Profit
- (D) Demand

iii. You give the message depending upon individual customer. It is known as- (Choose the correct alternative) 1

- (A) Advertising
- (B) Personal Selling
- (C) Publicity
- (D) Trade Promotion

iv. A company is operating at a break-even level of output producing 10,000 units. The selling price per unit ₹20 and variable cost is ₹15 per unit. The fixed cost of the company would be: (Choose the correct alternative) 1

- (A) ₹50,000
- (B) ₹25,000
- (C) ₹5000
- (D) ₹ 75,000

v. Global Trade Limited is marketing its products online. Identify the channel of distribution being adopted by the company. (Choose the correct alternative) 1

- (A) Zero level channel
- (B) One level channel
- (C) Two level channel
- (D) Three level channel

vi. Avoid keeping customers waiting for no apparent reason shows which quality of service: (Choose the correct alternative) 1

- (A) Credibility
- (B) Responsiveness
- (C) Security
- (D) Access

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

i. This is the most suitable identity to recall the product by illiterate people. (Choose the correct alternative) 1

- (A) The logo
- (B) Brand name
- (C) Core product
- (D) Trade mark

ii. Factors pertaining to product that affect the channel of distribution are: (Choose the correct alternative) 1

- (A) Price, Perishability, size and weight
- (B) Design, comfort, size
- (C) After sales services and technical nature
- (D) Both (A) & (C)

iii. He purchases in bulk and sells in small lots but is generally away from the ultimate consumers. 1

(Choose the correct alternative)

- (A) Retailer
- (B) Intermediary
- (C) Wholesaler
- (D) Facilitating agency

- iv. For which type of products Sellers engage in Price war? (Choose the correct alternative) 1
- (A) Shopping products
 - (B) Emergency goods
 - (C) Homogenous Products
 - (D) Heterogeneous shopping
- v. Rols Ltd Company, manufacturer of electronic appliances 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
- vi. State True\ false. 1
- Wholesalers sell at a very low margin of profit as turnover is very fast.

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 Explain the concept of Interpersonal skills. Give an example displaying these skills. 2
- Q.8 Write the steps for inserting different shapes in your presentation. 2

- Q.9 2

SL.NO.	A	B	C	D	E	F
	NAME	Emp. ID	Grade Pay	Basic Pay	TA/DA	Total Salary
1	Ravi	ab1	3000	2000	1000	
2	Reena	ab2	3500	2200	800	
3	Vikas	ab3	4000	3000	1200	
4	Harsh	ab4	3000	3300	800	
5	Geeta	ab5	2800	5000	1500	

Answer the following questions using above table:-

- (a) Write formula for finding the total salary of Vikas.
 - (b) Which function shall be used to arrange total salary in ascending order?
- Q.10 How do 'Openness' & Consciousness factor of 'FF Model' contribute in an individual's personality? 2
- Q.11 Match the situations in the columns to the meaning of the word: (Any two) 2

Situation	Word
(a) Shobit wants to start more batches in his competitive coaching classes but is finding it difficult to hire teachers	Venture
(b) Karan has a business of selling Momos. He wants to open a restaurant selling all types of snacks	Barriers
(c) Aman has started an electronics store, where he sells LED, AC, Refrigerator etc.	Risk

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

- Q.12 Trial purchase is an important feature of this stage. Identify the stage in the product life cycle and explain the main pricing policy of this stage. 2
- Q.13 State, in brief, with reasoning, whether following statements are correct or incorrect: 2
- (i) Media is the message.
 - (ii) Brands and their fans never break up.
- Q.14 During the World War II Bourn Vita was in short supply, yet the company continued to advertise. Based on this example explain the main functions of promotion in marketing. 2
- Q.15 WhatsApp started as an alternative to SMS initially. Explain the advantages of WhatsApp in marketing. 2
- Q.16 The Products used as inputs to produce consumer products are known as industrial products. They are used for non-personal and business purposes. Explain the main features of Industrial product. 2

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

- Q.17 Explain how company related factors affect the choice of channel of distribution. 3
- Q.18 Suggest promotion mix for the following: 3
- (a) Cosmetics for men
 - (b) College Festival
 - (c) Multigrain biscuits
- Q.19 Explain the importance of packaging and the functions of packaging. 3

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

- Q.20 Starbucks is one of the great business success stories of all time. Growing from 11 Seattle stores in 1987 to a worldwide phenomenon with more than 20,000 locations in 62 countries Starbucks' product has to be high quality to get their target audience to justify buying it. You're paying for premium coffee which means it needs to taste better than the same iced macchiato that you could get at a McDonald's drive-through for less. Starbucks sells their coffee at least 25% higher than value brands. From the atmosphere in their stores, to their digital content, to their advertising, everything looks, sounds, and feels like Starbucks. Even the cups and tumblers you can buy in the store have a clean, modern design to them. Their efforts to create a space where people want to come and hang out and relax. They do this by creating a similar environment in every Starbucks location. The result? The experience you have with Starbucks always feels consistent, whether you're reading a social post, waiting in line, watching a TV ad, or interacting with their brand in any way, anywhere. Identify the type of pricing policy adopted by Starbucks. Explain. 4
- Q.21 What is promotion mix? If you happen to be promotion manager of Dabur India to launch a new health drink in Indian Metros, what factors will you keep in mind while setting the promotion mix? 4

- Q.22 Hotels usually have gyms and physical fitness areas. However, not everyone likes to share the space, especially now in an almost post-Covid world. 4
That said, you can attract more guests if you have personal gym equipment on demand.
You can provide them with an in-room yoga mat and other physical fitness equipment like dumbbells, rope, etc. This can allow your guests to perform their daily routine without having to worry about Covid protocols and so on. You can even place some guides or books with exercising tips.
Based on above example explain the main characteristics of service marketing.
- Q.23 Elucidate the various levels of product. 4
- Q.24 A set of interdependent organizations that helps to make a product or service available for use or consumption by the consumer or business user is known as marketing channels. 4
Explain the main characteristics of Direct and Indirect channels.

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

ROLL NUMBER				
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SET	2
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QP.Code:812/01/2



**INDIAN SCHOOL MUSCAT
FIRST PRE BOARD EXAMINATION 2023
MARKETING (812)**



CLASS : XII
DATE: 17-01-2023

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SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):

1. This section contains 18 questions.
2. A candidate has to do 11 questions.
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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. Explain the meaning of Personality. 1
- ii. _____ is an important factor that encourages people to give their best performance and helps in reaching goals. 1
 - (A) Motivation
 - (B) Suggestions
 - (C) Advice
 - (D) Order
- iii. Which menu option will you use to change the color of the text? 1
 - (A) Font color
 - (B) Font
 - (C) Highlight color
 - (D) Format

- iv. Shortcut key to underline text in a spreadsheet. 1
- (A) ctrl+b
 - (B) ctrl+i
 - (C) ctrl+l
 - (D) ctrl+u

- v. Define Entrepreneurship. 1

- vi. What do you understand by Perseverance? 1

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

- i. _____ is a communication tool that makes the companies accessible to those interested in their product and makes them visible to those who have no knowledge of their products. 1
- ii. What is the service type on the basis of level of tangibility? 1
- iii. A scheduled flight if not filled with fliers goes in vain forever. This shows the characteristics of services? 1
- iv. Along with assembling; storage, grading, sorting and transportation are essential for physical exchange of goods which form _____ function of physical distribution 1
- (A) Transportation
 - (B) Banking
 - (C) Warehousing
 - (D) Logistic
- v. MRF Tyre company cannot fix the prices of its Tyres without considering the prices of Bridgestone Tyre Company, Goodyear Tyre company etc. Which aspect of production is taken care by MRF Tyres while setting price for its product? 1
- vi. Which type of pricing policy is suitable where little is known about the price elasticity of the product: 1
- (A) Differential Pricing
 - (B) Penetration Pricing
 - (C) Perceived Value Pricing
 - (D) Skimming Pricing
- vii. _____ ensure the exclusive use of brand name by one seller 1
- (A) Logo
 - (B) Name
 - (C) Brand name
 - (D) Trade mark

Q. 3

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

- i. When you enter a supermarket, you often also see advertisements for introductory low prices for some fresh items. Identify the type of pricing policy 1
- (A) Skimming pricing
(B) Online marketing
(C) Penetration pricing
(D) Sales promotion
- ii. Promotion creates value by influencing consumers' _____ 1
- (A) Perceptions
(B) Demand
(C) Supply
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- iii. What is the meaning of end-to-end encryption? 1
- iv. Metro Limited has hired 300 salesmen who will be assigned the task of contacting prospective buyers and creating awareness about the new range of organic incenses introduced by the company. Identify the element of promotion been described in the given lines. 1
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- vi. The _____ of the product determines whether the product should be manufactured or its production discontinued. 1
- (A) Costs
(B) Demand
(C) Supply
(D) Price
- vii. _____ is the basic tool by which profitability of the firm is measured. 1

Q. 4

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

- i. A category of convenience goods consisting of items purchased quickly in necessity without influencing by price is called 1
- (A) Shopping goods
(B) Specialty goods
(C) Emergency goods
(D) Staple goods

- ii. Government collects money through taxes and uses it for finance social projects like health care, education and social welfare etc. This is an example of 1
- (A) Resource mobilization
 - (B) Price stabilization
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- iii. A customer bought a product and has defect and post purchase service is desired by customer then _____ function of channel of distribution is performed. 1
- (A) Facilitating function
 - (B) Transactional function
 - (C) Logistical function
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- iv. Within 2 years of its inception, Surya Limited has created a very positive reputation about itself and its products in the eyes of general public by participating extensively in various social welfare programs. Identify the component of promotion mix described in the given lines. 1
- (A) Advertising
 - (B) Sales promotion
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- v. Write short notes on Integrated Marketing Communication 1
- vi. Any advertising activity which creates and exploits a direct relationship between the marketer and its prospects or customer as an individual is known as 1
- (A) Direct marketing
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- Q. 5 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)**
- i. Which of the following is an example of unsought product 1
- (A) Life insurance policy
 - (B) Car insurance required to be purchased by law
 - (C) An expensive car
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- ii. 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) Price
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 - (C) Publicity
 - (D) Trade Promotion

- iv. A company is operating at a break-even level of output producing 10,000 units. The selling price per unit ₹20 and variable cost is ₹15 per unit. The fixed cost of the company would be: 1
- (A) ₹50,000
(B) ₹25,000
(C) ₹5000
(D) ₹ 75,000
- v. Global Trade Limited is marketing its products online. Identify the channel of distribution being adopted by the company. 1
- (A) Zero level channel
(B) One level channel
(C) Two level channel
(D) Three level channel
- vi. Avoid keeping customers waiting for no apparent reason shows which quality of service 1
- (A) Credibility
(B) Responsiveness
(C) Security
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- Q. 6 Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)**
- i. This is the most suitable identity to recall the product by illiterate people. 1
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(B) Brand name
(C) Core product
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- ii. Factors pertaining to product that affect the channel of distribution are 1
- (A) Price, Perishability, size and weight
(B) Design, comfort, size
(C) After sales services and technical nature
(D) Both (A) & (C)
- iii. He purchases in bulk and sells in small lots but is generally away from the ultimate consumers. 1
- (A) Retailer
(B) Intermediary
(C) Wholesaler
(D) Facilitating agency
- iv. For which type of products Sellers engage in Price war 1
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- v. Rols Ltd Company, manufacturer of electronic appliances 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
- vi. Wholesalers sell at a very low margin of profit as turnover is very fast. State True\ false. 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 Why self- motivation is important for Industrial sector? Give two reasons. 2
- Q.8 Define presentation. How can a Cost Manager present his records in front of higher authorities? 2
- Q.9 Define presentation. How can a Cost Manager present his records in front of higher authorities? 2
- Q.10 How do 'Openness' & Consciousness factor of 'FF Model' contribute in an individual's personality? 2
- Q.11 Match the situations in the columns to the meaning of the word: (Any two) 2

Situation	Word
(a) a) Shobit wants to start more batches in his competitive coaching classes but is finding it difficult to hire teachers	Venture
(b) b) Karan has a business of selling Momos. He wants to open a restaurant selling all types of snacks	Barriers
(c) c) Aman has started an electronics store, where he sells LED, AC, Refrigerator etc.	Risk

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

- Q.12. The Products used as inputs to produce consumer products are known as industrial products. They are used for non-personal and business purposes. Explain the main features of Industrial product. 2
- Q.13. WhatsApp started as an alternative to SMS initially. Explain the advantages of WhatsApp in marketing. 2
- Q.14. During the World War II Bourn Vita was in short supply, yet the company continued to advertise. Based on this example explain the main functions of promotion in marketing. 2
- Q.15. State, in brief, with reasoning, whether following statements are correct or incorrect: 2
- (i) Media is the message.
- (ii) Brands and their fans never break up.
- Q.16. Trial purchase is an important feature of this stage. Identify the stage in the product life cycle and explain the main pricing policy of this stage. 2

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

- Q.17 Explain how company related factors affect the choice of channel of distribution. 3
- Q.18 Suggest promotion mix for the following: 3
- a. Cosmetics for men
- b. College Festival
- c. Multigrain biscuits

Q.19 Explain the importance of packaging and the functions of packaging. 3

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

Q.20. A set of interdependent organizations that help make a product or service available for use or consumption by the consumer or business user is known as marketing channels. Explain the main characteristics of Direct and Indirect channels. 4

Q.21. Elucidate the various levels of product. 4

Q.22. Hotels usually have gyms and physical fitness areas. However, not everyone likes to share the space, especially now in an almost post-Covid world. 4

That said, you can attract more guests if you have personal gym equipment on demand. You can provide them with an in-room yoga mat and other physical fitness equipment like dumbbells, rope, etc. This can allow your guests to perform their daily routine without having to worry about Covid protocols and so on. You can even place some guides or books with exercising tips.

Based on above example explain the main characteristics of service marketing.

Q.23. What is promotion mix? If you happen to be promotion manager of Dabur India to launch a new health drink in Indian Metros, what factors will you keep in mind while setting the promotion mix? 4

Q.24. Starbucks is one of the great business success stories of all time. Growing from 11 Seattle stores in 1987 to a worldwide phenomenon with more than 20,000 locations in 62 countries Starbucks' product has to be high quality to get their target audience to justify buying it. You're paying for premium coffee which means it needs to taste better than the same iced macchiato that you could get at a McDonald's drive-through for less. Starbucks sells their coffee at least 25% higher than value brands. 4

From the atmosphere in their stores, to their digital content, to their advertising, everything looks, sounds, and feels like Starbucks. Even the cups and tumblers you can buy in the store have a clean, modern design to them. Their efforts to create a space where people want to come and hang out and relax. They do this by creating a similar environment in every Starbucks location.

The result? The experience you have with Starbucks always feels consistent, whether you're reading a social post, waiting in line, watching a TV ad, or interacting with their brand in any way, anywhere.

Identify the type of pricing policy adopted by Starbucks. Explain.

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

