



INDIAN SCHOOL MUSCAT  
HALF YEARLY EXAMINATION  
MARKETING (812)

CLASS: XII

Time Allotted: 03 Hrs.

18.09.2022

Max.Marks: 60

## GENERAL INSTRUCTIONS:

1. This Question Paper contains 42 (11+31) questions. A candidate needs to answer 30 (7+23) questions.
2. The Question paper is divided into two parts viz. Part A: Employability Skills of 10 marks and Part B: Subject Skills of 50 marks.
3. Part A: Employability Skills (10 Marks):
  - a. There are 6 questions of 1 mark each. Answer any 4 questions ( $1 \times 4 = 4$  Marks).
  - b. There are 5 questions of 2 marks each. Answer any 3 questions. ( $2 \times 3 = 6$  Marks).
4. Part B: Subject Skills (50 Marks):
  - a. There are 12 questions of 1 mark each. Answer any 10 questions ( $1 \times 10 = 10$  Marks).
  - b. There are 7 questions of 2 marks each. Answer any 5 questions ( $2 \times 5 = 10$  Marks).
  - c. There are 7 questions of 3 marks each. Answer any 5 questions ( $3 \times 5 = 15$  Marks).
  - d. There are 5 questions of 5 marks each. Answer any 3 questions ( $5 \times 3 = 15$  Marks).

**Part A: Employability Skills (10 Marks)**

**There are 6 questions of 1 mark each. Answer any 4 questions ( $1 \times 4 = 4$  Marks).**

- 1 Which of the following is not a parameter to describe an individual's personality? 1
  - a) Self-confidence
  - b) Openness
  - c) Neuroticism
  - d) Agreeableness
- 2 Ravi has feelings of emptiness, abandonment and suicide. What type of personality disorder is this? 1
  - a) Borderline
  - b) Dependent
  - c) Avoidant
  - d) Obsessive
- 3 Rani feels motivated when she thinks big and comes up with positive ideas. What is Rani's primary source of motivation? 1
  - a) Music
  - b) Books
  - c) Expansive thoughts
  - d) Activities
- 4 Write any two steps towards self-awareness. 1
- 5 Define personality traits. 1

- 6 The ability to control one's emotions, thoughts and behaviour effectively in different situations is known as 1
- a) Motivation
  - b) Positive attitude
  - c) Self-awareness
  - d) Self-control

**There are 5 questions of 2 marks each. Answer any 3 questions. (2 x 3 = 6 Marks).**

- 7 Differentiate between intrinsic motivation and extrinsic motivation 2
- 8 What is stress and suggest few suitable techniques that a student can adopt in his/her life to manage it? 2
- 9 Setting clear and accurate goals is the first step one needs to take to meet the targets. What are the steps that one should follow to set a correct goal in their life? 2
- 10 Sunny is a student in a high school. Whenever he gets low marks, he is depressed and fights with his friends. He, also, does not try to learn from mistakes. His parents and teachers have tried talking with him but he feels angry, worthless and shouts at them. Identify the personality disorder discussed here and explain it. 2
- 11 List the importance of positive thinking. Describe how it can help someone achieve one's goals. 2

### **Part B: Subject Skills (50 Marks)**

**There are 12 questions of 1 mark each. Answer any 10 questions (1 x 10 = 10 Marks).**

- 12 Product life cycle theory generally assumes that a product 1
- a) Has three stages of life
  - b) Has a very short life in the market
  - c) Has life cycle from conception to decline
  - d) Has a life cycle that cannot be predicted
- 13 Although packaging is fundamentally used for protecting the product from the environment, how it is mainly seen as a 1
- a) Fashion
  - b) Silent salesperson
  - c) Environment friendly element
  - d) Innovation to make uses friendly products.
- 14 Mary is getting married and she wants everything on the day to be perfect, especially the dress and jewels. What kind of product is a wedding dress? 1
- a) Specialty
  - b) Convenience
  - c) Shopping
  - d) Unsought
- 15 Among the four P's the price is called 1
- a) Most important 'P'

- b) Most difficult 'P' to get it right
  - c) Most regulated 'P' by the Government
  - d) Revenue making 'P'
- 16 If a company prices its product just enough to cover the cost and maintain its facilities, the pricing objective is 1
- a) Financial
  - b) Survival
  - c) Profit making
  - d) Cost covering
- 17 If the fixed cost is ₹100,000 and variable cost per unit is ₹25 and the selling price is ₹35. What would be the breakeven point 1
- a) 20,000
  - b) 10,000
  - c) 40,000
  - d) 30,000
- 18 Market skimming pricing is suitable for a 1
- a) Product that has so much of competition in the market
  - b) Product that is newly introduced to the market
  - c) Product that is innovative and in high demand and low supply.
  - d) Product has a short lifespan in the market
- 19 Dombey and Sons produce a sparkling drink from apples grown on their own farm. They employ a small French firm to sell the drink to wholesalers in France. This French firm is acting as: 1
- a) A franchise
  - b) A retailer
  - c) An agent
  - d) A warehouse
- 20 These types of middleman carry complementary product lines. 1
- a) Distributors
  - b) Wholesalers
  - c) Retailers
  - d) Agent
- 21 For selling its cars and vans Maruti Udyog using NEXA - company owned showrooms. Identify the type of distribution channel followed by the company here. 1
- a) Indirect channel
  - b) Two level channel
  - c) One level channel
  - d) Direct channel
- 22 In the process of \_\_\_\_\_, middlemen procure supplies of goods from a variety of sources, which is often not of same quality, nature and size and groups them in homogenous groups. 1
- a) Assembling
  - b) Grading
  - c) Organizing
  - d) Sorting

- 23 \_\_\_\_\_ overcome the barrier of place, and allow the consumers to buy all their products from the local market near their house. 1
- a) Retailers
  - b) Wholesalers
  - c) Agent
  - d) Distributors

**There are 7 questions of 2 marks each. Answer any 5 questions (2 x 5 = 10 Marks).**

- 24 In marketing, 'Place' is another term for location. True or False? Explain your answer giving proper supporting evidences. 2
- 25 There may be an understanding between a paper mill and a stationery shop by which the former will supply the paper required by the latter and the latter will provide the stationery items needed by the former. 2
- Identify the type of product discussed here and define the features highlighted in this statement.
- 26 A new telecommunication company in the market has offered to provide one-month free internet services to its subscribers as an example of which pricing strategy? Write any two conditions favoring this pricing policy. 2
- 27 Explain the meaning of price and pricing in marketing 2
- 28 Place or Channel of distribution is concerned with the movement of goods from the point of production to the point of consumption. Identify the set of participants of distribution system. 2
- 29 Coca cola the leading soft drink maker of the world wants and makes attempt to put a bottle of coke within the arms reach of every consumer. 2
- i. How will coca cola reach every consumer?
  - ii. Which type of channel of distribution will Coca Cola follow to maximize its accessibility?
- 30 State the meaning of Place and its importance as a part of marketing mix? 2

**There are 7 questions of 3 marks each. Answer any 5 questions (3 x 5 = 15 Marks).**

- 31 Product is a tool in the hands of the marketers which gives life to all marketing programmes. Based on this statement explain the importance of product. 3
- 32 Multiple healthcare units have come up with vaccines to fight the Coronavirus pandemic. However, the vaccine producers cannot reach the public directly or keep track of vaccinated and non-vaccinated people. 3
- The vaccines are delivered to the state government via the federal government and then passed to multiple vaccination centers. A centralized database manages details of the people visiting these centers and getting vaccinated.
- Here, drug companies require a network of intermediaries involving local governments and hospitals to track the vaccine procurement, delivery, and usage at every level.
- What functions do the distribution channels play in the distribution of goods and services? Explain
- 33 Identify the intermediary who is similar to a wholesaler and acquires the title of products. Distinguish between the above intermediary and agents. 3

- 34 “What is convenience product for one person may be a shopping product for another.” Explain with the help of examples. 3
- 35 Pricing is not an end in itself; but a means to achieve certain objectives of the marketing department of a firm. Explain the main objectives of pricing. 3
- 36 A company’s price level sends signals about the quality of its products to the customer. A customer always compares the company’s prices with those of its competitors. The competitors also keep an eye on the price levels of a company. Enumerate the external factors while determining price of the product. 3
- 37 Examine the role of middlemen in modern business. Should these be eliminated? 3

**There are 5 questions of 5 marks each. Answer any 3 questions (5 x 3 = 15 Marks).**

- 38 Pizza Hut delivering pizzas to the ultimate consumers. Identify and explain the type of distribution channel adopted. Also explain which type of companies can adopt this channel to enjoy what type of advantages. 5
- 39 The PLC depicts a product’s sales history through various stages. Accordingly, adjustments and modifications need to be made because of changes in the environment, composition of the market. Justify the statements with the help of a suitable example. 5
- 40 A firm sells the same product / service at two or more prices that do not reflect a proportional difference in costs. Identify the pricing policy suitable here and also explain the different situation where a firm can follow the above mentioned pricing policy. 5
- 41 A firm needs to price a new coffee maker. The firm’s competitors sell it at \$25, and the company considers that the best price for the new coffee maker is \$25. It decides to set this very price on their own product. Define the pricing policy adopted by the company. Explain the situations where a company can adopt the above mentioned pricing policy. 5
- 42 Walt Disney company successfully started its core animation business then extends it to Theme Park, Cruise Line resorts, TV broadcasting, live entertainment and more. This above paragraph is an example of -----.  
Differentiate between product modification and product positioning with example. 5

**End of the Question Paper**



Roll Number		
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SET

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**Part A: Employability Skills (10 Marks)**

**There are 6 questions of 1 mark each. Answer any 4 questions (1 x 4 = 4 Marks).**

- 1 Learning a new skill because you love the process of self-education and mastering something new is an example of 1
  - a) Intrinsic motivation
  - b) Extrinsic motivation
  - c) External motivation
  - d) Self-management
- 2 You keep wiping down the kitchen counter because you have anxious, intrusive thoughts about food contamination. You're aware this is a time-consuming activity, and the irrationality of it causes you distress. Identify the personality disorder discussed here 1
  - a) Borderline Personality Disorder
  - b) Narcissistic Personality Disorder
  - c) Paranoid Personality Disorder (PPD)
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- 3 Write any two steps towards self-awareness. 1
- 4 The ability to control one's emotions, thoughts and behaviour effectively in different situations is known as 1
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- 9 Setting clear and accurate goals is the first step one needs to take to meet the targets. What are the steps that one should follow to set a correct goal in their life? 2
- 10 What is stress and suggest few suitable techniques that a student can adopt in his/her life to manage it? 2
- 11 Dreaming big is a source of motivation and inspiration. Comment 2

### **Part B: Subject Skills (50 Marks)**

**There are 12 questions of 1 mark each. Answer any 10 questions (1 x 10 = 10 Marks).**

- 12 In distribution terms, Coca-Cola's capability to globally put a Coke "within an arm's reach" is a result of a strategy to create \_\_\_\_\_. 1
- 13 These types of middleman carry complementary product lines. 1
- a) Distributors
  - b) Wholesalers
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- 14 For selling its cars and vans Maruti Udyog using NEXA - company owned showrooms. Identify the type of distribution channel followed by the company here. 1
- a) Indirect channel
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- 15 In the process of \_\_\_\_\_, middlemen procure supplies of goods from a variety of sources, which is often not of same quality, nature and size and groups them in homogenous groups. 1
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- 17 If prices are too high, the business is lost. If prices are too low, the firm may be lost. What is the Importance of Pricing for Firm based on this statement? 1
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- 24 State the meaning of Place and its importance as a part of marketing mix? 2
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- 39 Coca-Cola advertises its mature products to reinforce the brand with the public. However, competition from other companies or store brands may result in a decreased market share and lower profits. Depicts the importance of PLC for any company. 5
- 40 A firm sells the same product / service at two or more prices that do not reflect a proportional difference in costs. Identify the pricing policy suitable here and also explain the different situation where a firm can follow the above mentioned pricing policy. 5
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- 7 What is role of goal setting in our life? How to set SMART Goals? 2
- 8 Differentiate between Paranoid personality disorder and Schizoid personality disorder. 2
- 9 Rayan is a student in a high school. Whenever he gets low marks, he is depressed and fights with his friends. He, also, does not try to learn from mistakes. His parents and teachers have tried talking with him but he feels angry, worthless and shouts at them. Identify the personality disorder discussed here and explain it. 2
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