

Roll Number		
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SET A



INDIAN SCHOOL MUSCAT
SECOND PERIODIC TEST
MARKETING (812)

CLASS: XII

29.05.2022

Max. Marks: 20

Time Allotted: 50 Mins.

GENERAL INSTRUCTIONS:

1. Please read the instructions carefully.
 2. Fill in the blanks/ MCQ Questions of 1 mark each. There are 4 one mark questions.
 3. Very short Answer questions of 2 marks each. There are 3 two mark questions
 4. Short Answer questions of 3 marks each. There are 2 three mark questions
 5. Long/Essay type question of 4 marks. There is one four mark question.
 6. This question paper contains 10 questions.
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1. High operational costs, arising out of inefficient production levels or bottlenecks, high learning time, unwillingness of the trade to deal in the product, demand of higher margins or extended credit terms. Identify the stage. 1
 - (a) Growth stage
 - (b) Maturity stage
 - (c) Decline stage
 - (d) Introduction stage

 2. In which stage does sales volume peak 1
 - (a) Introduction
 - (b) Growth
 - (c) Maturity
 - (d) Decline

 3. What is the correct pattern of stages of product life cycle 1
 - (a) Introduction – Maturity – Growth – Saturation– Decline
 - (b) Introduction – Growth – Maturity– Saturation – Decline
 - (c) Introduction – Decline – Maturity – Growth– Saturation
 - (d) Introduction – Maturity – Growth – Decline– Saturation

4. Which P is called the 5th P of marketing? 1
- (a) Packaging
 - (b) Place
 - (c) Product
 - (d) Price
5. Explain the function of packaging as a means to convey necessary information to the consumers. 2
6. Attractive labeling also assists in encouraging the customers to pick the products off the shelf. Explain the role of labeling in marketing 2
7. Differentiate between descriptive labels and informative labels. 2
8. "Packaging has been criticized as being expensive, giving no additional value and often deceptive." How would you justify marketer's use of packaging? 3
9. Comprehend the relationship between price and other three P's of marketing mix. 3
10. The decisions related to price and pricing policies of a firm are affected by several factors present in marketing environment. Explain the factors which influence pricing decision of a firm. 4

End of the Question Paper

Roll Number

SET B



INDIAN SCHOOL MUSCAT
SECOND PERIODIC TEST
MARKETING (812)

CLASS: XII

29.05.2022

Max. Marks: 20

Time Allotted: 50 Mins.

GENERAL INSTRUCTIONS:

1. Please read the instructions carefully.
2. Fill in the blanks/ MCQ Questions of 1 mark each. There are 4 one mark questions.
3. Very short Answer questions of 2 marks each. There are 3 two mark questions
4. Short Answer questions of 3 marks each. There are 2 three mark questions
5. Long/Essay type question of 4 marks. There is one four mark question.
6. This question paper contains 10 questions.

1. Which P is called the 5th P of marketing? 1
(a) Packaging
(b) Place
(c) Product
(d) Price
2. What is the correct pattern of stages of product life cycle 1
(a) Introduction – Maturity – Growth – Saturation– Decline
(b) Introduction – Growth – Maturity– Saturation – Decline
(c) Introduction – Decline – Maturity – Growth– Saturation
(d) Introduction – Maturity – Growth – Decline– Saturation
3. In which stage does sales volume peak 1
(a) Introduction
(b) Growth
(c) Maturity
(d) Decline
4. High operational costs, arising out of inefficient production levels or bottlenecks, high learning time, unwillingness of the trade to deal in the product, demand of higher margins or extended credit terms. Identify the stage. 1
(a) Growth stage (b) Maturity stage
(c) Decline stage (d) Introduction stage

5. Differentiate between descriptive labels and informative labels. 2
6. Attractive labeling also assists in encouraging the customers to pick the products off the shelf. Explain the role of labeling in marketing. 2
7. Explain the function of packaging as a silent sales person in the market. 2
8. Comprehend the relationship between price and other three P's of marketing mix. 3
9. "Packaging has been criticized as being expensive, giving no additional value and often deceptive." How would you justify marketer's use of packaging? 3
10. The decisions related to price and pricing policies of a firm are affected by several factors present in marketing environment. Explain the factors which influence pricing decision of a firm. 4

End of the Question Paper

Roll Number

SET C



INDIAN SCHOOL MUSCAT
SECOND PERIODIC TEST
MARKETING (812)

CLASS: XII

29.05.2022

Max. Marks: 20

Time Allotted: 50 Mins.

GENERAL INSTRUCTIONS:

1. Please read the instructions carefully.
2. Fill in the blanks/ MCQ Questions of 1 mark each. There are 4 one mark questions.
3. Very short Answer questions of 2 marks each. There are 3 two mark questions
4. Short Answer questions of 3 marks each. There are 2 three mark questions
5. Long/Essay type question of 4 marks. There is one four mark question.
6. This question paper contains 10 questions.

1. What is the correct pattern of stages of product life cycle 1
 - (a) Introduction – Maturity – Growth – Saturation– Decline
 - (b) Introduction – Growth – Maturity– Saturation – Decline
 - (c) Introduction – Decline – Maturity – Growth– Saturation
 - (d) Introduction – Maturity – Growth – Decline– Saturation
2. In which stage does sales volume peak 1
 - (a) Introduction
 - (b) Growth
 - (c) Maturity
 - (d) Decline
3. High operational costs, arising out of inefficient production levels or bottlenecks, high learning time, unwillingness of the trade to deal in the product, demand of higher margins or extended credit terms. Identify the stage. 1
 - (a) Growth stage
 - (b) Maturity stage
 - (c) Decline stage
 - (d) Introduction stage

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| 4. | Which P is called the 5 th P of marketing? | 1 |
| | (a) Packaging | |
| | (b) Place | |
| | (c) Product | |
| | (d) Price | |
| 5. | Explain the function of packaging as a means to convey necessary information to the consumers. | 2 |
| 6. | Attractive labeling also assists in encouraging the customers to pick the products off the shelf.
Explain the role of labeling in marketing | 2 |
| 7. | Differentiate between descriptive labels and informative labels. | 2 |
| 8. | “Packaging has been criticized as being expensive, giving no additional value and often deceptive.” How would you justify marketer’s use of packaging? | 3 |
| 9. | Price is the only element which generates revenue for an organization and determines its growth.
Explain. | 3 |
| 10. | The decisions related to price and pricing policies of a firm are affected by several factors present in marketing environment. Explain the external and internal factors which influence pricing decision of a firm. | 4 |

End of the Question Paper