

**SET****A**

**INDIAN SCHOOL MUSCAT  
FINAL EXAMINATION 2022  
MARKETING (812)**

CLASS:XII

Max. Marks: 60

**MARKING SCHEME**

QN.NO	VALUE POINTS	MARKS SPLIT UP
Q.1 i.	b) Self – motivation	1
Q.1 ii	c) Extraversion	1
Q.1 iii.	a) Worksheet	1
Q.1 iv.	b) Sort the data.	1
Q.1 v.	d) Cell address	1
Q.1 vi	b) You think that you cannot cope with the situation	1
Q. 2 i	b) Product	1
Q. 2 ii.	c) Online advertisement	1
Q. 2 iii.	c) Direct distribution	1
Q. 2 iv.	d) Zero Level channel	1
Q. 2 v.	a) Label	1
Q. 2 vi.	b) Core product	1
Q. 2 vii.	a) Maximum utility	1
Q. 3 i	d) Perceived value pricing	1
Q. 3 ii.	d) Risk taking	1
Q. 3 iii.	a) Database marketing	1
Q. 3 iv.	c) Advertising	1

Q. 3 v.	b) Market skimming	1
Q. 3 vi.	Newly unsought product – the marketers’ task is to inform the target audience. These are products that are available in the market but the potential buyers do not know about their existence or they do not want to purchase.	1
Q. 3 vii.	c) Differential pricing	1
Q. 4 i	a) Spokesperson of customers	1
Q. 4 ii.	c) Grading	1
Q. 4 iii.	b) Materials and parts	1
Q. 4 iv.	a) Going rate pricing	1
Q. 4 v.	d) Sponsorship.	1
Q. 4 vi.	d) Informative advertising	1
Q. 5 i	a) Market skimming pricing.	1
Q. 5 ii.	b) Modifying the market, product, and marketing mix	1
Q. 5 iii.	d) TV Advertising	1
Q. 5 iv.	a) One-on-one communication with your target group	1
Q. 5 v.	Print media	1
Q. 5 vi.	d) Market Conditions	1
Q. 6 i	b) Loss leader	1
Q. 6 ii.	a) Breadth	1
Q. 6 iii.	c) A product’s route through the supply chain	1
Q. 6 iv.	d) Off the shelf offers	1
Q. 6 v.	Agents	1
Q. 6 vi.	a) Price is independent of the other elements of the marketing mix	1
Q. 7	Dreaming big is the first step to success (any relevant points)	1+1=2
Q. 8	<ul style="list-style-type: none"> <li>• Talk to someone. Most often, it helps to share your feelings.</li> <li>• Look after your physical health. A healthy body can help you maintain a healthy mind.</li> <li>• Build confidence in your ability to handle difficult situations.</li> <li>• Engage in hobbies, such as music, dance and painting. These have a therapeutic effect.</li> </ul>	1+1=2

	<ul style="list-style-type: none"> <li>Stay positive by choosing words like ‘challenges’ instead of ‘problems’. (any two points)</li> </ul>	
Q. 9	Insert > Shape> Basic > Square	2
Q. 10	<p>Presentation software.</p> <ol style="list-style-type: none"> <li>They are interesting as they have features like images, videos, animation and music.</li> <li>Making changes in digital presentations is easy.</li> <li>A digital presentation can be shown to a much larger audience by projecting on a screen.</li> <li>The presentation can be printed and distributed to the audience.</li> </ol>	1+1=2
Q. 11	<ul style="list-style-type: none"> <li>A workbook is a spreadsheet that has one or more worksheets.</li> <li>A worksheet is a collection of cells in the form of a grid (a network of lines that intersect each other, making rectangles). When you open a spreadsheet for the first time, you see a blank worksheet with the name ‘Sheet1’.</li> </ul>	1+1=2
Q. 12	<ol style="list-style-type: none"> <li>Provides description of the product and specifies its content</li> <li>Identifies the product or brand</li> <li>Aids in product grading</li> <li>Facilitates in the promotion of products</li> <li>Helps in providing information required as per the law</li> </ol> <p>(any two points with explanation)</p>	1+1=2
Q. 13	<ol style="list-style-type: none"> <li>Customer Education</li> <li>Spokesperson of Customers</li> <li>Time Utility (any two points with explanation)</li> </ol>	1+1=2
Q. 14	In the introductory stage to create awareness among the customers including business customers and distributors advertising has to be undertaken in a big way. Free samples may be distributed to consumers and trade promotion may be undertaken to motivate distributors to stock the goods.	1+1=2
Q. 15	<ol style="list-style-type: none"> <li>Objective of personal selling is to create awareness</li> <li>Objective of personal selling is to create awareness (1+1)</li> </ol>	1+1=2
Q. 16	<ol style="list-style-type: none"> <li>Product diversification</li> <li>It refers to adding a new product to the existing product lines or mix</li> </ol>	1+1=2
Q. 17	<p>Sales promotion</p> <ol style="list-style-type: none"> <li>Increased trial</li> <li>Increasing Loyalty.</li> <li>Widening Usage:</li> <li>Creating Interest.</li> <li>Creating awareness</li> <li>Deflecting Attention from Price</li> <li>Gaining Intermediary Support</li> <li>Discriminating among users</li> <li>Restoring Brand Perceptions and deflecting attention from Complaints after operational Mishandling of customer accounts.</li> </ol>	1+1+1 =3
Q. 18	<ul style="list-style-type: none"> <li>Penetration pricing policy</li> </ul> <ol style="list-style-type: none"> <li>Where there is high price elasticity of demand, i.e., the firm is depending on low prices to attract more customers to new product.</li> <li>Where large economies are possible, it is because larger sales volume means lower unit.</li> <li>Where there is a strong threat of competition and only a low price can ward off the potential entrants to the market.</li> <li>Where there is utilized capacity: it is because; the price policy that increases the demand has no meaning unless the firm is in a position to meet the demand created.</li> </ol>	1+1+1 =3

	<p>5. Where market segments are not there so that high price may be accepted.</p> <p>6. When substitute product is available in the market.(any two points)</p>	
Q. 19	<p>1. Push and Pull Strategies</p> <p>2. Product Features</p> <p>3. Stage of the Product Life Cycle</p> <p>4. Buyer Readiness</p> <p>5. Type of Buyer</p> <p>6. Type of Distribution</p> <p>7. Promotion Objectives, Budget, Cost and Availability of Media</p> <p>8. Digital Dimension</p> <p>9. Elections (any three points)</p>	<p>1+1+1 =3</p>
Q. 20	<p>1. Profitability objectives:</p> <p><input type="checkbox"/> Target Rate of Return on Investment or Net Sales</p> <p><input type="checkbox"/> Profit Maximization</p> <p>2. Market-Related Objectives:</p> <p><input type="checkbox"/> Meeting or Preventing Competition in the Market</p> <p><input type="checkbox"/> Maintaining or Improving Market Share</p> <p><input type="checkbox"/> Price Stabilization</p> <p>3. Public Relations' Objectives</p> <p><input type="checkbox"/> Enhancing Public Image of the Firm</p> <p><input type="checkbox"/> Resource Mobilization</p>	<p>1+1+1 +1=4</p>
Q. 21	<p><input type="checkbox"/><input type="checkbox"/> Advertising and Word-of –Mouth Communication</p> <p><input type="checkbox"/><input type="checkbox"/> Sales Promotion</p> <p><input type="checkbox"/><input type="checkbox"/> Direct marketing and online Marketing</p> <p><input type="checkbox"/><input type="checkbox"/> Personal Selling</p> <p><input type="checkbox"/><input type="checkbox"/> Public Relations and Sponsorship (any relevant examples)</p>	<p><math>\frac{1}{2} + \frac{1}{2}</math>  <math>+ \frac{1}{2} + \frac{1}{2}</math>  <math>+ \frac{1}{2} + \frac{1}{2}</math>  <math>+ \frac{1}{2} + \frac{1}{2}</math>  <math>= 4</math></p>
Q. 22	<p>i) Discrimination on the basis of customer segment – the product / service is sold at different prices to different customer groups, e.g. Indian Railway charges lower fare for students.</p> <p>ii) Discrimination on the basis of product form – different version of the same product is sold at different places. Based on image differences, e.g. a company may sell two varieties of a bathing soap Rs.2 and Rs 50 respectively, through the difference in their cost of Rs 10 only.</p> <p>iii) Locational discrimination – the product is sold at different prices at two places even though the cost is the same at both the places, e.g. cinema theatre charges different prices for seats close to the screen and higher for the seats located far off ie different for ground floor and balcony seats.</p> <p>iv) Time discrimination – Prices differ according to the season or time of the day. Public utilities like taxi charge higher rate at night. Similarly, 5 star hotels charge a lower price for their rooms during off-season</p> <p>v) Image discrimination – the same product is priced at different levels on the basis of difference in image, e.g. a perfume company may price its perfume @ 500 Rs each in an ordinary bottle and @ 1000Rs in a fancy bottle with a different name and image. (any four points)</p>	<p><math>\frac{1}{2} + \frac{1}{2}</math>  <math>+ \frac{1}{2} + \frac{1}{2}</math>  <math>+ \frac{1}{2} + \frac{1}{2}</math>  <math>+ \frac{1}{2} + \frac{1}{2}</math>  <math>= 4</math></p>
Q. 23	<p>1) Factors Pertaining to the Product</p> <p>2) Factors Pertaining to the Consumer or Market</p> <p>3) Factors Pertaining to the Middlemen</p> <p>4) Factors Pertaining to the Producer or Company</p> <p>5) Other Factors (any four points)</p>	<p>1+1+1 +1=4</p>
Q. 24	Difference between Wholesaler and Retailer	4

### Difference between Wholesaler and Retailer

Wholesaler	Retailer
<ol style="list-style-type: none"><li>1. Deals in <b>large quantities</b> and on a large scale</li><li>2. Handles a small <b>number of items</b> and <b>varieties</b></li><li>3. First outlet in the chain of distribution</li><li>4. Sells to <b>retailers</b> and <b>industrial</b> users</li><li>5. Receives goods from <b>manufacturers/producers</b></li><li>6. <b>Location</b> of a wholesaler's shop is not very important</li><li>7. <b>Window display</b> is not very important</li><li>8. Sells at a <b>very low margin of profit</b> as turnover is very fast</li><li>9. <b>Do not provide after-sale</b> service</li></ol>	<ol style="list-style-type: none"><li>1. Deals in <b>small quantities</b> and on small scale</li><li>2. Handles a large <b>number of items</b> and <b>varieties</b></li><li>3. Second outlet in the chain of distribution</li><li>4. Sells to <b>consumers</b></li><li>5. Receives goods from <b>wholesalers</b> and sometimes from the <b>manufacturers</b></li><li>6. <b>Location</b> of retailers's shop near the residential areas is very important</li><li>7. <b>Window display</b> is a must to attract customers</li><li>8. Sells at a <b>higher margin</b> of profit as he has to spend on window display and pay higher rent for accommodation in a central place</li><li>9. <b>Provide after-sale service</b></li></ol>

SET	B
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MARKETING (812)**

CLASS:XII

Max. Marks: 60

**MARKING SCHEME**

QN.NO	VALUE POINTS	MARKS SPLIT UP
Q.1 i.	b) Self – motivation	1
Q.1 ii	c) Extraversion	1
Q.1 iii.	d) MAX	1
Q.1 iv.	b) Sort the data.	1
Q.1 v.	a) Cell address	1
Q.1 vi	c) Histrionic Personality Disorder	1
Q. 2 i	b) Shopping	1
Q. 2 ii.	c) Online advertisement	1
Q. 2 iii.	c) Direct distribution	1
Q. 2 iv.	d) Zero Level channel	1
Q. 2 v.	a) Label	1
Q. 2 vi.	b) Core product	1
Q. 2 vii.	a) Maximum utility	1
Q. 3 i	c) Discriminatory Pricing	1
Q. 3 ii.	d) Risk taking	1
Q. 3 iii.	a) Database marketing	1
Q. 3 iv.	c) Advertising	1

Q. 3 v.	b) Market skimming	1
Q. 3 vi.	Newly unsought product – the marketers’ task is to inform the target audience. These are products that are available in the market but the potential buyers do not know about their existence or they do not want to purchase.	1
Q. 3 vii.	b) Skimming	1
Q. 4 i	a) Spokesperson of customers	1
Q. 4 ii.	c) Grading	1
Q. 4 iii.	b) Materials and parts	1
Q. 4 iv.	d) Image differentiation	1
Q. 4 v.	d) Sponsorship.	1
Q. 4 vi.	d) Informative advertising	1
Q. 5 i	a) Market skimming pricing.	1
Q. 5 ii.	b) Modifying the market, product, and marketing mix	1
Q. 5 iii.	d) TV Advertising	1
Q. 5 iv.	a) One-on-one communication with your target group	1
Q. 5 v.	Print media	1
Q. 5 vi.	d) Market Conditions	1
Q. 6 i	b) Loss leader	1
Q. 6 ii.	a) Breadth	1
Q. 6 iii.	c) A product’s route through the supply chain	1
Q. 6 iv.	d) Off the shelf offers	1
Q. 6 v.	Agents	1
Q. 6 vi.	a) Price is independent of the other elements of the marketing mix	1
Q. 7	Dreaming big is the first step to success (any relevant points)	1+1=2
Q. 8	Ways for stress management (any two): i. Physical exercise ii. Yoga iii. Meditation	1+1=2

	iv. Enjoying v. Nature walks ( ½ mark for point, ½ for explanation)	
Q. 9	Insert > Shape> Basic > Square	2
Q. 10	Presentation software. 1. They are interesting as they have features like images, videos, animation and music. 2. Making changes in digital presentations is easy. 3. A digital presentation can be shown to a much larger audience by projecting on a screen. 4. The presentation can be printed and distributed to the audience.	1+1=2
Q. 11	<ul style="list-style-type: none"> <li>• A workbook is a spreadsheet that has one or more worksheets.</li> <li>• A worksheet is a collection of cells in the form of a grid (a network of lines that intersect each other, making rectangles). When you open a spreadsheet for the first time, you see a blank worksheet with the name 'Sheet1'.</li> </ul>	1+1=2
Q. 12	(i) Provides description of the product and specifies its content (ii) Identifies the product or brand (iii) Aids in product grading (iv) Facilitates in the promotion of products (v) Helps in providing information required as per the law (any two points with explanation)	1+1=2
Q. 13	i)Customer Education ii) Spokesperson of Customers iii) Time Utility (any two points with explanation)	1+1=2
Q. 14	In the introductory stage to create awareness among the customers including business customers and distributors advertising has to be undertaken in a big way. Free samples may be distributed to consumers and trade promotion may be undertaken to motivate distributors to stock the goods.	1+1=2
Q. 15	i. Objective of personal selling is to create awareness ii. Objective of personal selling is to create awareness (1+1)	1+1=2
Q. 16	i. Product diversification ii. It refers to adding a new product to the existing product lines or mix	1+1=2
Q. 17	Sales promotion 1. Increased trial2. Increasing Loyalty. 3. Widening Usage: 4. Creating Interest. 5. Creating awareness 6. Deflecting Attention from Price 7. Gaining Intermediary Support 8. Discriminating among users 9. Restoring Brand Perceptions and deflecting attention from Complaints after operational Mishandling of customer accounts.	1+1+1=3
Q. 18	<ul style="list-style-type: none"> <li>• Penetration pricing policy</li> </ul> 1. Where there is high price elasticity of demand, i.e., the firm is depending on low prices to attract more customers to new product. 2. Where large economies are possible, it is because larger sales volume means lower unit. 3. Where there is a strong threat of competition and only a low price can ward off the potential entrants to the market. 4. Where there is utilized capacity: it is because; the price policy that increases the demand has no meaning unless the firm is in a position to meet the demand created.	1+1+1=3



	<p>5. Where market segments are not there so that high price may be accepted.</p> <p>6. When substitute product is available in the market.(any two points)</p>	
Q. 19	<p>1. Push and Pull Strategies</p> <p>2. Product Features</p> <p>3. Stage of the Product Life Cycle</p> <p>4. Buyer Readiness</p> <p>5. Type of Buyer</p> <p>6. Type of Distribution</p> <p>7. Promotion Objectives, Budget, Cost and Availability of Media</p> <p>8. Digital Dimension</p> <p>9. Elections (any three points)</p>	1+1+1=3
Q. 20	<p>1. Profitability objectives:</p> <p><input type="checkbox"/> Target Rate of Return on Investment or Net Sales</p> <p><input type="checkbox"/> Profit Maximization</p> <p>2. Market-Related Objectives:</p> <p><input type="checkbox"/> Meeting or Preventing Competition in the Market</p> <p><input type="checkbox"/> Maintaining or Improving Market Share</p> <p><input type="checkbox"/> Price Stabilization</p> <p>3. Public Relations' Objectives</p> <p><input type="checkbox"/> Enhancing Public Image of the Firm</p> <p><input type="checkbox"/> Resource Mobilization</p>	1+1+1+1=4
Q. 21	<p><input type="checkbox"/><input type="checkbox"/> Advertising and Word-of –Mouth Communication</p> <p><input type="checkbox"/><input type="checkbox"/> Sales Promotion</p> <p><input type="checkbox"/><input type="checkbox"/> Direct marketing and online Marketing</p> <p><input type="checkbox"/><input type="checkbox"/> Personal Selling</p> <p><input type="checkbox"/><input type="checkbox"/> Public Relations and Sponsorship (any relevant examples)</p>	$\frac{1}{2} + \frac{1}{2}$ $+ \frac{1}{2} + \frac{1}{2}$ $+ \frac{1}{2} + \frac{1}{2}$ $+ \frac{1}{2} + \frac{1}{2}$ $= 4$
Q. 22	<p>i) Discrimination on the basis of customer segment – the product / service is sold at different prices to different customer groups, e.g. Indian Railway charges lower fare for students.</p> <p>ii) Discrimination on the basis of product form – different version of the same product is sold at different places. Based on image differences, e.g. a company may sell two varieties of a bathing soap Rs.2 and Rs 50 respectively, through the difference in their cost of Rs 10 only.</p> <p>iii) Locational discrimination – the product is sold at different prices at two places even though the cost is the same at both the places, e.g. cinema theatre charges different prices for seats close to the screen and higher for the seats located far off ie different for ground floor and balcony seats.</p> <p>iv) Time discrimination – Prices differ according to the season or time of the day. Public utilities like taxi charge higher rate at night. Similarly, 5 star hotels charge a lower price for their rooms during off-season</p> <p>v) Image discrimination – the same product is priced at different levels on the basis of difference in image, e.g. a perfume company may price its perfume @ 500 Rs each in an ordinary bottle and @ 1000Rs in a fancy bottle with a different name and image. (any four points)</p>	$\frac{1}{2} + \frac{1}{2}$ $+ \frac{1}{2} + \frac{1}{2}$ $+ \frac{1}{2} + \frac{1}{2}$ $+ \frac{1}{2} + \frac{1}{2}$ $= 4$
Q. 23	<p>1) Factors Pertaining to the Product</p> <p>2) Factors Pertaining to the Consumer or Market</p> <p>3) Factors Pertaining to the Middlemen</p> <p>4) Factors Pertaining to the Producer or Company</p> <p>5) Other Factors (any four points)</p>	1+1+1+1=4
Q. 24	Difference between Wholesaler and Retailer	4

### Difference between Wholesaler and Retailer

Wholesaler	Retailer
<ol style="list-style-type: none"><li>1. Deals in <b>large quantities</b> and on a large scale</li><li>2. Handles a small <b>number of items</b> and <b>varieties</b></li><li>3. First outlet in the chain of distribution</li><li>4. Sells to <b>retailers</b> and <b>industrial</b> users</li><li>5. Receives goods from <b>manufacturers/producers</b></li><li>6. <b>Location</b> of a wholesaler's shop is not very important</li><li>7. <b>Window display</b> is not very important</li><li>8. Sells at a <b>very low margin of profit</b> as turnover is very fast</li><li>9. <b>Do not provide after-sale</b> service</li></ol>	<ol style="list-style-type: none"><li>1. Deals in <b>small quantities</b> and on small scale</li><li>2. Handles a large <b>number of items</b> and <b>varieties</b></li><li>3. Second outlet in the chain of distribution</li><li>4. Sells to <b>consumers</b></li><li>5. Receives goods from <b>wholesalers</b> and sometimes from the <b>manufacturers</b></li><li>6. <b>Location</b> of retailers's shop near the residential areas is very important</li><li>7. <b>Window display</b> is a must to attract customers</li><li>8. Sells at a <b>higher margin</b> of profit as he has to spend on window display and pay higher rent for accommodation in a central place</li><li>9. <b>Provide after-sale service</b></li></ol>

<b>SET</b>	<b>C</b>
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**INDIAN SCHOOL MUSCAT  
FINAL EXAMINATION 2022  
MARKETING (812)**

CLASS:XII

Max.Marks: 60

MARKING SCHEME			
SET	QN.NO	VALUE POINTS	MARKS SPLIT UP
<b>C</b>	Q.1 i	b) You think that you cannot cope with the situation	1
<b>C</b>	Q.1 ii.	d) Cell address	1
<b>C</b>	Q.1 iii.	b) Sort the data.	1
<b>C</b>	Q.1 iv.	a) Worksheet	1
<b>C</b>	Q.1 v.	c) Extraversion	1
<b>C</b>	Q.1 vi.	b) Self – motivation	1
<b>C</b>	Q. 2 i.	d) Zero Level channel	1
<b>C</b>	Q. 2 ii.	c) Direct distribution	1
<b>C</b>	Q. 2 iii.	c) Online advertisement	1
<b>C</b>	Q. 2 iv	b) Product	1
<b>C</b>	Q. 2 v.	a) Label	1
<b>C</b>	Q. 2 vi.	b) Core product	1
<b>C</b>	Q. 2 vii.	a) Maximum utility	1
<b>C</b>	Q. 3 i	d) Perceived value pricing	1
<b>C</b>	Q. 3 ii.	d) Risk taking	1
<b>C</b>	Q. 3 iii.	a) Database marketing	1
<b>C</b>	Q. 3 iv.	c) Advertising	1

C	Q. 3 v.	b) Market skimming	1
C	Q. 3 vi.	Newly unsought product – the marketers’ task is to inform the target audience. These are products that are available in the market but the potential buyers do not know about their existence or they do not want to purchase.	1
C	Q. 3 vii.	c) Differential pricing	1
C	Q. 4 i	a) Spokesperson of customers	1
C	Q. 4 ii.	c) Grading	1
C	Q. 4 iii.	b) Materials and parts	1
C	Q. 4 iv.	c) Pricing	1
C	Q. 4 v.	d) Sponsorship.	1
C	Q. 4 vi.	d) Informative advertising	1
C	Q. 5 i	a) Market skimming pricing.	1
C	Q. 5 ii.	b) Modifying the market, product, and marketing mix	1
C	Q. 5 iii.	d) TV Advertising	1
C	Q. 5 iv.	a) One-on-one communication with your target group	1
C	Q. 5 v.	Print media	1
C	Q. 5 vi.	d) Market Conditions	1
C	Q. 6 i	b) Loss leader	1
C	Q. 6 ii.	a) Breadth	1
C	Q. 6 iii.	c) A product’s route through the supply chain	1
C	Q. 6 iv.	d) Off the shelf offers	1
C	Q. 6 v.	Agents	1
C	Q. 6 vi.	a) Price is independent of the other elements of the marketing mix	1
C	Q. 7	Dreaming big is the first step to success (any relevant points)	1+1=2
C	Q. 8	<ul style="list-style-type: none"> <li>• Talk to someone. Most often, it helps to share your feelings.</li> <li>• Look after your physical health. A healthy body can help you maintain a healthy mind.</li> </ul>	1+1=2

		<ul style="list-style-type: none"> <li>• Build confidence in your ability to handle difficult situations.</li> <li>• Engage in hobbies, such as music, dance and painting. These have a therapeutic effect.</li> <li>• Stay positive by choosing words like ‘challenges’ instead of ‘problems’.</li> </ul> (any two points)	
C	Q. 9	(Any 2 can be considered) Features of spreadsheets application <input type="checkbox"/> Built-in functions make calculations easier, faster, and more accurate. <input type="checkbox"/> Large volumes of data can be easily handled and manipulated. <input type="checkbox"/> Data can be exported to or imported from other software. <input type="checkbox"/> Data can be easily represented in pictorial form like graphs or charts. Formulae are automatically recalculated whenever underlying data values are changed	1+1=2
C	Q. 10	Presentation software. 1. They are interesting as they have features like images, videos, animation and music. 2. Making changes in digital presentations is easy. 3. A digital presentation can be shown to a much larger audience by projecting on a screen. 4. The presentation can be printed and distributed to the audience.	1+1=2
C	Q. 11	<ul style="list-style-type: none"> <li>• A workbook is a spreadsheet that has one or more worksheets.</li> <li>• A worksheet is a collection of cells in the form of a grid (a network of lines that intersect each other, making rectangles). When you open a spreadsheet for the first time, you see a blank worksheet with the name ‘Sheet1’.</li> </ul>	1+1=2
C	Q. 12	(i) Provides description of the product and specifies its content (ii) Identifies the product or brand (iii) Aids in product grading (iv) Facilitates in the promotion of products (v) Helps in providing information required as per the law (any two points with explanation)	1+1=2
C	Q. 13	i) Customer Education ii) Spokesperson of Customers iii) Time Utility (any two points with explanation)	1+1=2
C	Q. 14	In the introductory stage to create awareness among the customers including business customers and distributors advertising has to be undertaken in a big way. Free samples may be distributed to consumers and trade promotion may be undertaken to motivate distributors to stock the goods.	1+1=2
C	Q. 15	i. Objective of personal selling is to create awareness ii. Objective of personal selling is to create awareness (1+1)	1+1=2
C	Q. 16	Labeling A written information to the consumers.	1+1=2
C	Q. 17	Sales promotion 1. Increased trial 2. Increasing Loyalty. 3. Widening Usage: 4. Creating Interest. 5. Creating awareness 6. Deflecting Attention from Price 7. Gaining Intermediary Support	1+1+1=3

		8. Discriminating among users 9. Restoring Brand Perceptions and deflecting attention from Complaints after operational Mishandling of customer accounts.	
C	Q. 18	<ul style="list-style-type: none"> <li>Penetration pricing policy</li> </ul> 1. Where there is high price elasticity of demand, i.e., the firm is depending on low prices to attract more customers to new product. 2. Where large economies are possible, it is because larger sales volume means lower unit. 3. Where there is a strong threat of competition and only a low price can ward off the potential entrants to the market. 4. Where there is utilized capacity: it is because; the price policy that increases the demand has no meaning unless the firm is in a position to meet the demand created. 5. Where market segments are not there so that high price may be accepted. 6. When substitute product is available in the market.(any two points)	1+1+1=3
C	Q. 19	a) Public relations b) Sponsorship (1/2 mark each) Any two of the following are the promotional tools which may also be used: i) Advertising ii) Personal Selling iii) Sales promotion (1/2 mark for heading and ½ mark for explanation) (1x2 = 2)	1+1+1=3
C	Q. 20	1. Profitability objectives: <input type="checkbox"/> Target Rate of Return on Investment or Net Sales <input type="checkbox"/> Profit Maximization 2. Market-Related Objectives: <input type="checkbox"/> Meeting or Preventing Competition in the Market <input type="checkbox"/> Maintaining or Improving Market Share <input type="checkbox"/> Price Stabilization 3. Public Relations' Objectives <input type="checkbox"/> Enhancing Public Image of the Firm <input type="checkbox"/> Resource Mobilization	1+1+1+1=4
C	Q. 21	<ul style="list-style-type: none"> <li>Advertising and Word-of –Mouth Communication</li> <li>Sales Promotion</li> <li>Direct marketing and online Marketing</li> <li>Personal Selling</li> <li>Public Relations and Sponsorship (any relevant examples)</li> </ul>	½ +½ +½ +½ +½ +½ +½ +½ = 4
C	Q. 22	i) Discrimination on the basis of customer segment – the product / service is sold at different prices to different customer groups, e.g. Indian Railway charges lower fare for students. ii) Discrimination on the basis of product form – different version of the same product is sold at different places. Based on image differences, e.g. a company may sell two varieties of a bathing soap Rs.2 and Rs 50 respectively, through the difference in their cost of Rs 10 only. iii) Locational discrimination – the product is sold at different prices at two places even though the cost is the same at both the places, e.g. cinema theatre charges different prices for seats close to the screen and higher for the seats located far off ie different for ground floor and balcony seats. iv) Time discrimination – Prices differ according to the season or time of the day. Public utilities like taxi charge higher rate at night. Similarly, 5 star	½ +½ +½ +½ +½ +½ +½ +½ = 4

		hotels charge a lower price for their rooms during off-season v) Image discrimination – the same product is priced at different levels on the basis of difference in image, e.g. a perfume company may price its perfume @ 500 Rs each in an ordinary bottle and @ 1000Rs in a fancy bottle with a different name and image. (any four points)					
C	Q. 23	1) Factors Pertaining to the Product 2) Factors Pertaining to the Consumer or Market 3) Factors Pertaining to the Middlemen 4) Factors Pertaining to the Producer or Company 5) Other Factors (any four points)	1+1+1+1=4				
C	Q. 24	Difference between Wholesaler and Retailer <b>Difference between Wholesaler and Retailer</b> <table><tr><th>Wholesaler</th><th>Retailer</th></tr><tr><td>1. Deals in <b>large quantities</b> and on a large scale 2. Handles a small <b>number of items</b> and <b>varieties</b> 3. First outlet in the chain of distribution 4. Sells to <b>retailers</b> and <b>industrial</b> users 5. Receives goods from <b>manufacturers/producers</b> 6. <b>Location</b> of a wholesaler's shop is not very important 7. <b>Window display</b> is not very important 8. Sells at a <b>very low margin of profit</b> as turnover is very fast 9. <b>Do not provide after-sale</b> service</td><td>1. Deals in <b>small quantities</b> and on small scale 2. Handles a large <b>number of items</b> and <b>varieties</b> 3. Second outlet in the chain of distribution 4. Sells to <b>consumers</b> 5. Receives goods from <b>wholesalers</b> and sometimes from the <b>manufacturers</b> 6. <b>Location</b> of retailers's shop near the residential areas is very important 7. <b>Window display</b> is a must to attract customers 8. Sells at a <b>higher margin</b> of profit as he has to spend on window display and pay higher rent for accommodation in a central place 9. <b>Provide after-sale service</b></td></tr></table>	Wholesaler	Retailer	1. Deals in <b>large quantities</b> and on a large scale 2. Handles a small <b>number of items</b> and <b>varieties</b> 3. First outlet in the chain of distribution 4. Sells to <b>retailers</b> and <b>industrial</b> users 5. Receives goods from <b>manufacturers/producers</b> 6. <b>Location</b> of a wholesaler's shop is not very important 7. <b>Window display</b> is not very important 8. Sells at a <b>very low margin of profit</b> as turnover is very fast 9. <b>Do not provide after-sale</b> service	1. Deals in <b>small quantities</b> and on small scale 2. Handles a large <b>number of items</b> and <b>varieties</b> 3. Second outlet in the chain of distribution 4. Sells to <b>consumers</b> 5. Receives goods from <b>wholesalers</b> and sometimes from the <b>manufacturers</b> 6. <b>Location</b> of retailers's shop near the residential areas is very important 7. <b>Window display</b> is a must to attract customers 8. Sells at a <b>higher margin</b> of profit as he has to spend on window display and pay higher rent for accommodation in a central place 9. <b>Provide after-sale service</b>	4
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