

<b>SET</b>	<b>A</b>
------------	----------

INDIAN SCHOOL MUSCAT  
HALF YEARLY EXAMINATION 2023  
**MARKETING (812)**

CLASS: XII

Max.Marks: 60

MARKING SCHEME			
SET	QN.NO	VALUE POINTS	MARKS SPLIT UP
A	Q1.	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
A	i.	c) Self-Aware	1
A	ii.	a. Openness	1
A	iii.	c. Make eye contact, nod your head, and provide verbal affirmations like “yes” or “I see”.	1
A	iv.	c. Non-responding	1
A	v.	b. Extrinsic motivation	1
A	vi.	b. A group of words that communicates a complete thought	1
A	Q2.	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
A	i.	b. Unsought product	1
A	ii.	a. Break- even pricing	1
A	iii.	Wholesalers	1
A	iv.	True	1
A	v.	b. Indirect channel	1
A	vi.	b. Demand oriented pricing	1
A	vii.	d. Marketing mix	1
A	Q 3.	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	

A	i.	Secondary packaging	1
A	ii.	b.Price skimming to capture early adopter's willingness to pay.	1
	iii.	c.Cost of production	1
	iv.	Sorting	1
	v.	Team pricing	1
	vi.	Lesser price	1
	vii.	a. Product promotion	1
	Q 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
	i.	Product	1
	ii.	d. Facilitating function	1
	iii.	d. Resale price maintenance.	1
	iv.	c.Differential pricing	1
	v.	b. Business users, perishable/complex products, geographically concentrated	1
	vi.	a. Place	1
	Q 5.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
	i.	a) Core product	1
	ii.	Pricing	1
	iii.	Channel of distribution	1
	iv.	I. competition oriented II. Three level	$\frac{1}{2} + \frac{1}{2} = 1$
	v.	Product diversification	1
	vi.	d.The demand for the product is highly elastic.	1
	Q 6.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
	i.	c. Maturity stage	1
	ii.	b. Additional service features that enhance the core product	1

	iii.	c. Technical specification	1
	iv.	a. The trade mark is registered and protected.	1
	v.	Market penetration policy	1
	vi.	d. Increasing the number of product variation within an existing product category	1
		<p style="text-align: center;"><b>SECTION B: SUBJECTIVE TYPE QUESTIONS</b></p> <p style="text-align: center;">Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)</p> <p style="text-align: center;">Answer each question in 20 – 30 words.</p>	
	Q 7.	passive, aggressive, passive-aggressive, and assertive. With explanation.	2
	Q 8.	Questions that can be answered with a 'yes' or a 'no' are called close-ended questions. That is because the answer options are limited or closed. We can form close-ended questions by adding helping verbs called auxiliary verbs like Be, Do and Have.	2
	Q 9.	<p>i. Self-motivated people know what they want from life ii. They are focused iii. They know what is important iv. They are dedicated to fulfill their dreams.</p> <p>Any relevant points.</p>	2
	Q 10.	Answer: The different types of non-verbal communication are Facial Expression, Posture, Gestures or Body Language, Touch, Space, Eye Contact, Paralanguage.	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
	Q 11.	<p>S- SPECIFIC</p> <p>M- Measurable</p> <p>A – attainable</p> <p>R- realistic</p> <p>T – Time bound</p>	2
		Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	
	Q 12.	<p>It refers to the manner in which a marketer changes the whole product in order to satisfy a particular segment or customer. Mostly repositioning is done when a product is changed physically.</p> <p>Any relevant example</p>	1+1 = 2

	Q 13.	<p>The agent as a marketing intermediary is an independent individual or company whose main function is to act as the primary selling arm of the producer and represent the producer to users.</p> <p>distributors only carry complementary product lines. Distributors usually maintain close relationships with their suppliers and customers. Distributors will take title to products and store them until they are sold.</p>	1+1= 2
	Q 14.	Resource Mobilizing means the creating resources for either self – development or reinvestment in the firm. Prices are deliberately set high in certain cases to generate surplus for reinvestment in the same firm or its sister concerns	2
	Q 15.	<p>perceived or estimated value of a product or service to customer of consumers’ needs and value perceptions</p> <p>A Value-based pricing strategy can be advantageous because it goes inside the mind of the intended consumer to predict what the consumer would be willing to pay for a product and so helps firm in setting price.</p>	1+1=2
	Q 16.	<p>Name the Participants of distribution system.</p> <p>Manufacturers, intermediaries, facilitating agency and consumers.</p>	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 2$
		Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	
	Q 17.	<ul style="list-style-type: none"> <li>• Growth stage</li> </ul> <ol style="list-style-type: none"> <li>1. Product quality is maintained and additional features and support services may be added.</li> <li>2. Pricing may remain same as the firm enjoys increasing demand with little competition.</li> <li>3. Distribution channels are added as demand rises and customers accept the product.</li> <li>4. Promotion is aimed at a broader audience.</li> </ol>	$1 + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} + \frac{1}{2} = 3$
	Q 18.	<p>Factors Pertaining to the Product</p> <p>Factors Pertaining to the Consumer or Market</p> <p>Factors Pertaining to the Middlemen</p> <p>Factors Pertaining to the Producer or Company</p> <p>Other Factors</p> <p><b>Any three points with explanation</b></p>	1+1+1=3
	Q 19.	<p>Examine the role and functions performed by large scale retailers.</p> <p>Collection of goods</p> <p>Time Utility</p>	1+1+1=3

		Transportation Financing: Customer Education Spokesperson of Customers: Any three points	
		Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	
	Q 20.	The Core Product The Associated Features The Brand Name The Logo The Package The Label ( with explanation)	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2}$ $+ \frac{1}{2} + \frac{1}{2} + \frac{1}{2}$ $+ \frac{1}{2} + \frac{1}{2} = 4$
	Q 21.	1) Transactional Functions 2) Logistical Functions 3) Facilitating Functions 4) promotion and 5) negotiation (any 4 with explanation)	$\frac{1}{2} + \frac{1}{2} + \frac{1}{2}$ $+ \frac{1}{2} + \frac{1}{2} + \frac{1}{2}$ $+ \frac{1}{2} + \frac{1}{2} = 4$
	Q 22.	Internal factors  i. Objectives of the firm ii. Role of Top Management iii. Cost of the Product iv. Product Differentiation v. Marketing Mix vi. Size of the organization vii. Location of the organization viii. Nature of Goods ix. Promotional programs  B. External Factors  1.Demand  2.Buyers' behaviour  3.Competition  4. Raw Material or Input suppliers  5.Prevalent Economic Conditions	2+2=4

		6. Government Regulations  (any four points from both internal and external factors).	
	Q 23.	<p>Ans: a) direct channel</p> <p>b) The most simple and the shortest mode of distribution is direct channel. manufacturer directly provides the product to the consumer.</p> <p>In zero level there are no intermediaries involved, the manufacturer is selling directly to the customer.</p> <p>various intermediaries to sell a product to the consumer that is why called indirect channel. When a manufacturer/producer employs one or more intermediary to move goods from point of production to point of consumption also called indirect marketing channel.</p>	1+1+1+1=4
	Q 24.	<p>Ashima purchased a bottle of tomato sauce from local grocery shop. The information provided on the bottle was not clear. She fell sick on consuming it. She filed a case in the District forum under Consumer Protection Act and got the relief.</p> <p>a) labelling</p> <p>b) Provides description of the product and specifies its content</p> <ul style="list-style-type: none"> <li>• Identifies the product or brand</li> <li>• Identifies the product or brand</li> <li>• Facilitates in the promotion of products</li> <li>• Helps in providing information required as per the law</li> </ul> <p>Any three points.</p>	1+1+1+1=4