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CODE NUMBER	812/1/1
SET NUMBER	1



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



CLASS : XII  
DATE: 10-12-2023

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.
6. SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):
  - i. This section has 06 questions.
  - ii. There is no negative marking.
  - iii. Do as per the instructions given.
  - iv. Marks allotted are mentioned against each question/part.
7. SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):
  - i. This section contains 18 questions.
  - ii. A candidate has to do 11 questions.
  - iii. Do as per the instructions given.
  - iv. 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. ----- is a two-way process through which information or message is exchanged.

1

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- a) Communication
- b) Speaking
- c) Listening
- d) Singing

ii. Mr Gupta has a spreadsheet with a list of 500 items in his shop. A customer comes and asks for a particular item. How should he arrange the data so that he can find that item fast? What would Mr Gupta do? He will: 1

- a) Apply filter.
- b) Sort the data.
- c) Use password.
- d) Format data.

iii. What is EESL? 1

- a) Energy Employment Services Limited
- b) Energy Efficiency Services Limited
- c) Energy Efficiency Services Limited
- d) Energy Efficiency Society Limited

iv. Sarah is known for her quiet and reserved demeanor at the office. She attends work meetings but rarely participates in casual conversations with coworkers. She avoids social events organized by the company, such as team-building outings or after-work gatherings. Identify the personality disorder Sarah experience? 1

v. A network of lines that intersect each other, making rectangles is known as 1

- a) Workbook
- b) Spreadsheet
- c) Worksheet
- d) Grid

vi. \_\_\_\_\_ entrepreneurs are those who do not have any entrepreneurship background. 1

**Q.2**

**Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)**

i. What is the solution to customers' problems. 1

- a) Need
- b) Customer satisfaction
- c) Want
- d) Product

- ii. When an airline flight is scheduled, the seats on that flight have a limited shelf life. Once the departure time arrives, any empty seats cannot be sold or utilized for that particular flight. Identify the characteristics of service explained here. 1
- a) Simultaneity
  - b) Heterogeneity
  - c) Perishability
  - d) Intangibility
- iii. It is concerned with creating mutual understanding between the marketer and its target group. Identify the promotional tool. 1
- a) Personal Selling
  - b) Public Relations
  - c) Promotion
  - d) Sponsorship
- iv. The process whereby a business sets the price at which it intends to sell its products and services' is called \_\_\_\_\_. 1
- v. All merchant or traders who purchase and sell in large quantities are called \_\_\_\_\_ 1
- a) Retailers
  - b) Supermarkets
  - c) Department store
  - d) Wholesalers
- vi. The cleanliness and appropriateness of the waiters' uniforms would fall under the \_\_\_\_\_ aspect of service quality. 1
- a) Tangibles
  - b) Courtesy
  - c) Competency
  - d) Responsiveness
- vii. In the kirana stores in smaller towns and villages, one will find the Rs 1 or Rs 2 shampoo-sachets instead of a big 200ml or 250ml bottle found in departmental stores in a large city of the same shampoo. Identify the factor which affect the pricing decision here? 1
- a) Objectives of the firm
  - b) Cost of the Product

- c) Location of the organization
- d) External factor

**Q.3** **Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)**

- i. Which P remains mere raw material or at the best an intermediate till it is not bought or consumed. 1
  - a) Product
  - b) Price
  - c) Packaging
  - d) Promotion
  
- ii. Favorable market-conditions due to bullish attitude or inflationary trend, encourage firms to fix 1  
\_\_\_\_\_ prices of their products.
  - a) Lower
  - b) Stable
  - c) Moderate
  - d) Higher
  
- iii. Suggest a pricing policy when sales volume of the product is very sensitive to price. 1
- iv. Why wholesalers are considered as independent entities? 1
- v. A regional distributor that buys a bulk quantity of smartphones from the manufacturer and 1  
distributes them to various retailers in a specific geographic area and the retailers sell the  
smartphones to individual customers. Name the indirect channel of distribution followed here.
- vi. Identify the P which support other elements of the marketing mix. 1
  - a) Product
  - b) Price
  - c) Place
  - d) Promotion
  
- vii. Consumer shopping for tooth brushes or shaving blades at tourist destinations are examples of 1  
which type of product
  - a) Shopping product
  - b) Staple product

- c) Emergency product
- d) Impulse product

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

- i. Which pricing objective helps in planned and regular production in long-run. 1
  - a) Public Relations' Objectives
  - b) Improving Market Share
  - c) Preventing Competition
  - d) Price Stabilization
- ii. A contest where the distribution of prizes is dependent on random distribution of predetermined winning tickets. 1
  - a) Sweepstakes
  - b) Competition
  - c) Lottery
  - d) Free prize drawers
- iii. CRM stands for 1
  - a) Customer relationship marketing
  - b) Customer relationship making
  - c) Customer relationship management
  - d) Customer rating marketing
- iv. Which of the following best defines an augmented product in marketing? 1
  - a) The essential functions and features that a product must have to meet customer needs.
  - b) Extra features and benefits that enhance the core product's functionality
  - c) The physical attributes of a product, such as its size, shape, and color.
  - d) The price at which a product is sold in the market.
- v. Dell Computers was founded by a college freshman Michael Dell. By 1985, the company had developed its unique strategy of offering 'made to order'. Along with a superior supply chain and innovative manufacturing, unique distribution strategy adopted by the company acted as a differentiator. Identifying and capitalizing on an emerging market trend, Dell eliminated the 1

middleman or retailers from their distribution channel. Identify the distribution channel opted by Dell.

- vi. This promotion involves negotiations and incentive is not mandatory. 1
- a) Sales promotion
  - b) Personal selling
  - c) Publicity
  - d) Public relation

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

- i. The only form of marketing that can help consumers at each and every stage of the consumer decision journey. 1
- a) Digital marketing
  - b) Social media marketing
  - c) Online marketing
  - d) Internet marketing
- ii. Any advertising activity which creates and exploits a direct relationship between the marketer and its prospects or customer as an individual is called 1
- a) Dialogue marketing
  - b) Sales promotion
  - c) Indirect marketing
  - d) Publicity
- iii. In 1985, The Coca-Cola Company introduced a new formula for its flagship product, Coca-Cola, called "New Coke." However, the introduction of New Coke was met with significant backlash from loyal Coca-Cola consumers. Recognizing the strength of customer sentiment and the potential damage to the brand, Coca-Cola made the strategic decision to withdraw "New Coke" and reintroduce "Coca-Cola Classic." Identify the product mix decision taken by the company. 1
- iv. What is the core of product pricing? 1
- a) Need
  - b) Want
  - c) Customer satisfaction



d) Price elasticity of demand

- v. A customer bought a product and has defect and post purchase service is desired by customer 1  
then \_\_\_\_\_ function of channel of distribution is performed.
- vi. In this type of promotion consumers find more value, dealers and distributors find them helpful 1  
in boosting sales, manufacturers can shift brand loyalty.
- a) Advertising
  - b) Sales promotion
  - c) Word of mouth communication
  - d) Publicity

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

- i. \_\_\_\_\_ implies the average life of the product available for consumption. 1
- a) Tangibility
  - b) Intangibility
  - c) Durability
  - d) Non durability
- ii. Define advertising as per American Marketing Association. 1
- iii. This is an easy method as there is no need to estimate the price elasticity, demand or various 1  
product costs.
- a) Going rate pricing
  - b) Sealed bid pricing
  - c) Break even pricing
  - d) Value based pricing
- iv. This function bridges the gap between production and consumption for which various transactions 1  
performed for movement of the goods from one place to another.
- a) Transactional function
  - b) Logistical function
  - c) Assembling function
  - d) Facilitating function
- v. \_\_\_\_\_ is a fact of life and is essential for every business. 1
- a) Price
  - b) Promotion

- c) Place
- d) Product
- vi. You are a soap manufacturer in Haryana and your customers are scattered in all 29 states of India from Jammu and Kashmir to Kanyakumari, how can you sell the product to consumers without much delay? 1
  - a) Agents
  - b) Distributors
  - c) Intermediaries
  - d) Dealers

### **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 'MINTS' is a set of simple rules that help you to capitalise words correctly. What is MINS stands for? 2
- Q.8 Identify the type of sentences:- 2
  - i. Reading mythology will make you more aware.
  - ii. Get out of the bed immediately!
  - iii. Where is my I-card?
  - iv. My arms ache from planting those saplings!
- Q. 9 Explain how to add slides in a presentation. 2
- Q.10 Entrepreneurship is considered to be both an art and a science. Evaluate the statement with proper examples. 2
- Q.11 Explain the importance of green jobs in reducing the emission of greenhouse gases. 2

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

- Q.12 "How does a marketer's proficiency in pricing strategies and tactics contribute to the overall success of the firm's marketing mix? Provide any two importance of the pricing element in the marketing mix." 2
- Q.13 An increased number of people are averse to telemarketing. Why? 2
- Q.14 The Products used as inputs to produce consumer products are known as \_\_\_\_\_. Identify the type of product and explain the main features of the identified product. 2
- Q.15 Identify the type of service on the basis of customisation/empowerment. 2





Q.16 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.

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

Q.17 The basic functions of a pack are to attract the potential customer's attention, protect the product that is packed and reveal its identity. The material used may vary from metal to paper to plastic etc. Explain the useful packaging decisions? 3

Q.18 Every marketing activity is customer driven and a customer would only purchase a product only when it is available to him. Identify the P discussed here and explain the role of this P in the marketing mix. 3

Q.19 Imagine you are the marketing manager of a new restaurant in a competitive urban area. You have a limited budget for marketing and need to decide how to allocate your resources effectively. Your options include investing in traditional advertising campaigns (such as radio and billboard ads) or focusing on creating a remarkable dining experience that encourages word of mouth among customers. What are the key factors you would consider when deciding between investing in traditional advertising or relying on word-of-mouth communication to promote your restaurant? 3

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

Q.20 ABC Manufacturing Company, a leading player in the toy industry, is facing a pricing dilemma for their flagship product, a popular toy line for children. Despite rising production costs, they are hesitant to increase the toy's retail price significantly, fearing that it may drive away customers. However, maintaining the current pricing may lead to a decline in profitability. Considering various aspects of production and pricing, how should ABC Manufacturing Company approach this situation to maximize profitability and maintain their competitive edge in the market while keeping customer satisfaction in mind? 4

Q.21 Social media marketing is the use of social media platforms and websites to promote a product or service. Explain how the following social media platforms helps marketers to communicate effectively with their consumers. 4

- i. Facebook
- ii. Whatsapp
- iii. Instagram
- iv. Twitter

- Q.22 XYZ Electronics, a leading technology company, introduced their flagship smartphone model, the "TechMaster X," five years ago. The TechMaster X was initially well-received by consumers and quickly gained market share. Over the years, the product has seen steady sales and has become a well-established brand in the smartphone industry. However, sales growth has stabilized, and the market is saturated with similar offerings. 4
- XYZ Electronics' "TechMaster X" smartphone has entered the which stage of its product life cycle. Explain the key characteristics of this stage and provide recommendations for XYZ Electronics to maintain and enhance the profitability of their smartphone during this phase.
- Q.23 According to Stanton, Retailing consists of the sale, and all activities directly related to the sale of goods or services to the ultimate consumer, for personal, non-business use. Identify and explain the functions exclusively by the retailers. 4
- Q.24 Use of a particular tool of promotion mix depends upon the type of goods to be marketed. 4
- Explain the different types of promotional tools adopted by marketers based on type of goods.

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