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INDIAN SCHOOL MUSCAT
HALF YEARLY EXAMINATION 2023
MARKETING (812)



CLASS: XII
 DATE: 18-09-2023

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

Q1. Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)

- i. If you are aware of your own values, likes, dislikes, strengths and shortcomings as an individual. It denotes the fact that you are
 - a) Self-Confident
 - b) Self-Control

- c) Self-Aware
- d) Self-Motivated

- ii. As per 'The Big Five', personality classification, identify the personality trait that is Creative, curious and cultured. 1
 - a. Openness
 - b. Consciousness
 - c. Extraversion
 - d. Obsessive
- iii. You're in a meeting at work, and one of your colleagues is sharing their thoughts on a new project. What could you do to demonstrate active listening skills during this conversation? 1
 - a. Glance at your phone occasionally to check for urgent messages.
 - b. Interrupt their speech to ask questions or share your own ideas.
 - c. Make eye contact, nod your head, and provide verbal affirmations like "yes" or "I see".
 - d. Tune out and start daydreaming about your upcoming vacation
- iv. Which of the following is not a stage of active listening? 1
 - a. Receiving
 - b. Understanding
 - c. Non-responding
 - d. Evaluating
- v. It arises because of incentives or external rewards. 1
 - a. Intrinsic motivation
 - b. Extrinsic motivation
 - c. Realistic Motivation
 - d. Unrealistic Motivation
- vi. What is a sentence? 1
 - a. A group of ideas that form a complete paragraph
 - b. A group of words that communicates a complete thought
 - c. A set of rules that we must follow to write correctly
 - d. A set of words that contains basic punctuation marks

Q2. Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)

- i. To aware consumer about these types of products, intensive and hereby marketing campaigns, aggressive personal selling, persuasive advertising and strong sales techniques are required. 1

- a. Shopping product
 - b. Unsought product
 - c. Specialty product
 - d. Emergency product
- ii. This pricing policy helps to determine when your business begins to make a profit. 1
 - a. Break- even pricing
 - b. Skimming pricing
 - c. Penetration pricing
 - d. Demand oriented pricing
- iii. _____ are able to sell their products for a lower price as they are selling in bulk, 1

which reduces the handling time and costs involved. They usually provide large quantities of goods, but can take on orders for smaller quantities as well.
- iv. Goods and services offered by various producers at different prices help the consumer to 1

make rational and informed buying decisions. State True\ False. Give reasons.
- v. You are a manufacture of a shampoo, but your organization is not financially sound. In 1

this situation which channel of distribution is suitable for you?

 - a. Direct channel
 - b. Indirect channel
 - c. Both channels can be used
 - d. None of the above
- vi. Under _____ type of pricing there is an inverse relationship between the price and 1

quantity of a commodity.

 - a. Cost oriented pricing
 - b. Demand oriented pricing
 - c. Mark up pricing
 - d. Break even pricing
- vii. A high priced branded electronic product should be sold in high end urban showrooms 1

instead of rural markets. The promotion techniques should be TV-advertising and not personal selling etc. this relates to one among the internal factors of pricing. Identify the same.

 - a. Objectives of the firms
 - b. Cost of production
 - c. Production differentiation
 - d. Marketing mix

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

- i. A tube of shaving cream is often sold in a cardboard box. Name the level of package used in this case. 1
- ii. Imagine you are a product manager tasked with launching a new smartphone in a highly competitive market. Which pricing strategy would you recommend to maximize initial revenue and why? 1
 - a. Penetration pricing to gain market share quality
 - b. Price skimming to capture early adopter's willingness to pay.
 - c. Cost – plus pricing, to ensure a healthy profit margin
 - d. Psychological pricing to create a perceptual value.
- iii. Which of the following internal factor that influences pricing decision? 1
 - a. Competitors pricing
 - b. Economic conditions
 - c. Cost of production
 - d. Consumer demand
- iv. In _____, 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
- v. Educational institutions, training centers, and online course providers often offer discounted rates for group enrollments. This is common in corporate training and continuing education programs. Identify the pricing policy. 1
- vi. Competitive firm tries to outsell others offering -----and better quality products in the market. 1
- vii. Middlemen are involved in various activities like demonstration of product, display contest etc form which function of channel of distribution. 1
 - a. Product promotion
 - b. Facilitation
 - c. Logistical
 - d. Transactional function

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

- i. Zoom Udyog, a car company started its business with Zoom-800 and slowly launched Zoom 1000, Wagon -Z, Swy-fy, etc. and offered various services like after sale service, making available spare parts etc. identify the element of marketing mix referred here. 1

- ii. Which function of channel of distribution includes post purchase service and maintenance, financing, market information? 1
- Transactional function
 - Distribution function
 - Trade function
 - Facilitating function
- iii. Somu is a manufacturer in Delhi. He sets the price below which the manufactured product will not be sold to the distributors or the consumers. He may enter into a formal agreement with the distributors of product to not sell below this fixed price in any situation. The basic purpose of this policy is to protect the interest of the manufacturer and create a positive brand image in the market. Identify the pricing policy. 1
- Psychological pricing
 - Premium or prestige pricing
 - Leader pricing
 - Resale price maintenance.
- iv. Intensity of demand for the product would be different with different desires and wants identify the type of methods of pricing 1
- Skimming pricing
 - Perceived value price
 - Differential pricing
 - Penetrating price policy
- v. The accurate characteristics of short channel are: 1
- Consumers, Durable products and geographically dispersed
 - Business users, perishable/complex products, geographically concentrated
 - Consumers, Standardized products and intensive distribution
 - Consumers, low per unit cost and extensive distribution
- vi. To which of the following are 'order processing' decisions related. 1
- Place
 - Product
 - Price
 - Promotion

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

- i. A clothing brand is launching a new line of sportswear. They want to emphasize the different product levels to attract their target customers. Which product level represents the basic functionality and performance of the sportswear, such as comfort and durability? 1

- a) Core product
 - b) Actual product
 - c) Augmented product
 - d) Potential product
- ii. Name the element of marketing mix which affects the revenue and profits of a firm. 1
- iii. Name the element of marketing mix in which a set of firms and individuals creates 1
possessions, place and time utility and helps in marketing offering.
- iv. Parle Private limited is an Indian food company that owns famous biscuit brand ParleG. 1
Parle is known as of the biggest biscuit selling brand in the world. Parle has a wide variety
of products to offer. Parle follows a low cost and low pricing which helps it to fight the
competitors. The company has a large number of depot agents and more than 1500
wholesalers besides a full chain of retailers. This is one of the reasons that product is
available in every corner of the country.
- I. Identify the pricing policy followed by the company.
 - II. Mention the type of indirect channel used by Parle for distribution of its products.
- v. Maruti Udyog Ltd. is a leading car manufacturing company. During Corona Pandemic the 1
car sales slump down drastically. So company decided to produce oxygen concentrators and
oxygen cylinders. Identify the product decision of the company.
- vi. Skimming-the-cream pricing policy should not be adopted when 1
- a. The product is new and is a specialty product.
 - b. Heavy expenses have been incurred on the development and introduction of the
product.
 - c. Demand is to be restricted to the level which can be easily met.
 - d. The demand for the product is highly elastic.

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

- i. Reduced costs, higher competition, market expansion, higher sales volume and profits are 1
the features of which stage of PLC of a product.
- a. Introduction stage
 - b. Growth stage
 - c. Maturity stage
 - d. Decline stage
- ii. What is augmented product in the context of marketing? 1
- a. The core functionality of product
 - b. Additional service features that enhance the core product

- c. They make product more affordable
 - d. By offering discounts and promotions
- iii. Which of the following is a key factor influencing the buying process for industrial product? 1
- a. Brand appeal
 - b. Long term guarantee
 - c. Technical specification
 - d. Colour and design
- iv. What does the ® symbol next to a trade mark indicate? 1
- a. The trade mark is registered and protected
 - b. It is a suggested brand name
 - c. The trade mark is public domine
 - d. The trade mark is currently under review
- v. _____ price policies are considered when substitute products are marketed. 1
- vi. Which of the following represents a depth strategy in product mix? 1
- a. Expanding the product line by adding new categories
 - b. Entering new international market
 - c. The distribution channels used to sell products
 - d. Increasing the number of product variation within an existing product category

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. “Every person has a unique style of communication”. to support this statement, explain four styles of communication. 2
- Q 8. What are close-ended questions? How to frame these types of questions? 2
- Q 9. Enlist any four qualities of self-motivated people. 2
- Q 10. Write down different types of non-verbal communication. 2
- Q 11. What do you mean by SMART goals? 2

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

- Q 12. Provide an example of a product repositioning. Identify and explain the need for repositioning. 2

- Q 13. Differentiate between the intermediaries who takes the possession of the product but do not actually own them and an intermediary who takes the ownership of the product and deals with complementary product line. 2
- Q 14. Explain how a proper price strategy become an important Resource Mobilizing tool for companies. 2
- Q 15. Discuss any two advantageous of Value based pricing policy. 2
- Q 16. Name the Participants of distribution system. 2

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

- Q 17. This should be a period of rapid growth in both sales and profit for your product or service. Your profits should rise through an increase in output and more competitive pricing. You should also consider maintaining product quality and adding features or support services for the product. 3

Identify the PLC stage and explain the marketing strategy to be followed.

- Q 18. Explain the factors determining choice of channels of distribution? 3
- Q 19. Examine the role and functions performed by large scale retailers. 3

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

- Q 20. You are asked to introduce a new product conducting a comprehensive analysis of the product to understand its various components. Describe the key components you would consider and explain why each component is crucial for both product development and marketing strategies. 4
- Q 21. Channels of distribution help in smooth flow of goods by creating possession, place and time utilities. Explain the functions performed by the middlemen in distribution channels. 4
- Q 22. "Can you describe a situation where you had to develop a strategic pricing plan for a product or service and what factors did you consider during the pricing decision?" 4
- Q 23. Maruti Udyog selling its cars through NEXA company owned showrooms. 4
- a) Identify the type of distribution channel.
- b) Differentiate between direct channel and indirect channel of distribution.
- Q 24. 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. 4
- a) Identify the important aspect neglected by the marketer in the above case.
- b) Explain briefly the functions of the aspect identified in (a) above.

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