



COMMON PRE-BOARD EXAMINATION 2023-24

Subject: MARKETING (812)

Class XII



MARKING SCHEME

SECTION A: OBJECTIVE TYPE QUESTIONS

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

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|------|-------------------------------------|---|
| i. | c) Neuroticism | 1 |
| ii. | a) Intrinsic motivation | 1 |
| iii. | FIG – farmer interest group | 1 |
| iv. | b) i , iii, iv | 1 |
| v. | c) lack of plan | 1 |
| vi. | b) The clock was repaired by Ramesh | 1 |

Q. 2 Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)

- | | | |
|------|---|---|
| i. | d) Trade mark | 1 |
| ii. | a) Differential Pricing | 1 |
| iii. | Market condition | 1 |
| iv. | a) Transactional functions | 1 |
| v. | b) Customized financial advisory services | 1 |
| vi. | Credibility | 1 |
| vii. | Public Relations (PR) | 1 |

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

- | | | |
|------|---------------------|---|
| i. | c) Product | 1 |
| ii. | b) Market Demand | 1 |
| iii. | a) Skimming pricing | 1 |

iv.	c) Personal selling	1
v.	Whatsapp messages and calls are secured with end-to-end encryption, meaning that no third party including WhatsApp can read or listen to them.	1
vi.	a) Relationships	1
vii.	d) Penetration pricing policy	1
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	C) Emergency goods	1
ii.	a) Resource mobilization	1
iii.	Facilitating agencies	1
iv.	C) Building brand awareness and communication	1
v.	Combining all the elements of promotion mix is known as integrated marketing communication.	1
vi.	a) Direct marketing	1
Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	C) A product that customers are not actively looking to purchase	1
ii.	d) Profit	1
iii.	d) Publicity	1
iv.	a) ₹100,000	1
v.	a) Zero level channel	1
vi.	One to one	1
Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	d) The logo	1
ii.	b) Perishability	1
iii.	c) Wholesaler	1
iv.	a) Shopping products	1
v.	Resale pricing policy	1
vi.	False – agent do not gain ownership.	1

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 A simple sentences is one which there is only one subject and one predicate 1+1 = 2
or one finite verb.

A complex sentences is one which consists of two or more coordinate clauses
joined by coordinating conjunction.

Write relevant example

Q.8 People with this disorder are strict in their commitment to rules and laws. They 1+1 = 2
are characterized by an extreme care of neatness, perfectionism and strong
attention to detail. If they are unable to achieve perfection, they get very
uncomfortable.

Q.9 a) Write formula for finding the total salary of Vijay. - If you enter the formula 1+1 = 2
=D5 + E5 in another cell and press Enter, Excel will calculate the sum (D +
E) and display the sum in the cell where you entered the formula.

b) SORT function

Q.10 Dealings with relationships between two or more persons. 1+1 = 2

Any two relevant points

Q.11 Reducing scrap materials, ensuring quality control, waste exchange, 1+1 = 2
managing e- waste, use of eco friendly materials... (any two relevant points)

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

Q.12 Maturity stage. 1+1=2

There is drop in prices due to entry of competing products

Q.13

- Introductory stage 1+ ½ + ½
- to attract consumers =2
- to motivate distributors to stock the goods

Q.14 BTL 1+1=2
BTL activities are targeted to a selective audience which might be present in
a store or in a fair.

Q.15 The use of online marketing in the digital era not only allows brands to market 1+1=2
their products and services and creates brand awareness.

It also allows for online customer support through 24/7 services to make customer feel supported and valued.

- Q.16 Derived demand - This is the demand for goods or services that arises indirectly as a result of the demand for other goods or services. 1+1=2
- derived from the demand of consumer goods.

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

- Q.17 Level of Production 1+1+1=3
Financial Resources of the Company
Managerial Competence and Experience
- Q.18 Word of mouth communication 1+1+1=3
“any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.”
Opinion leaders or influencers are now becoming important element in marketing strategies of new product developers as well as existing products.
- Q.19 1. A primary package 1+1+1=3
2. A secondary package
3. The transportation package

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

- Q.20 Skimming involves setting a very high price for a new product initially and to reduce the price gradually as competitors enter the market. When an item is clearly different and the right price is not apparent, this method may be used. 1+1+1+1=4
- It is remarked, launching a new product with high price is an efficient device for breaking up the market into segments that differ in price elasticity of demand.
- The initial high price serves to skim the cream of the market, that is, relatively insensitive to price.
- In the case of text books, this method is followed by having a high price for the first edition and lesser prices for subsequent editions.
- Q.21 Sales Promotion 1+1+1+1=4
Increased trial

Widening Usage
 Increasing Loyalty
 Creating Interest
 Creating awareness
 Deflecting Attention from Price
 Gaining Intermediary Support:
 Discriminating among users
 Restoring Brand Perceptions
 (any three points with explanation)

- Q.22 intangibility, inseparability, variability, and perishability – explain with suitable examples. 1+1+1+1=4
- Q.23 i. The core product 1+1+1+1=4
 ii. Associated features
 iii. The brand name
 iv. Logo
 v. The package
 vi. The label (explain in detail, any four).
- Q.24 (1)Manufacturers, 1+1+1+1=4
 (2) Intermediaries,
 (3) Facilitating agencies, and
 (4) Consumers
 Explain each points

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