



## COMMON PRE-BOARD EXAMINATION 2023-24

Subject: MARKETING (812)

Class XII



Time: 3 Hrs.

Max. Marks: 60

### General Instructions:

Read the following instructions carefully:

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. Which of the following is not a parameter to describe an individual's personality? 1
  - a) Self – confidence

- b) Openness
- c) Neuroticism
- d) Agreeableness

ii. \_\_\_\_\_ includes activities for which there is no apparent reward but one drives enjoyment and satisfaction in doing them. 1

- a) Intrinsic motivation
- b) Extrinsic motivation
- c) Both a) and b)
- d) None of the above.

iii. 15- 20 group members in the village involved in eco-friendly farming are called \_\_\_\_\_ 1

iv. Which of the following functions can be performed with the help of spreadsheets? 1

- i. Maintaining records
  - ii. Creating videos
  - iii. Analyzing data
  - iv. Performing financial calculations
  - v. Writing letters
- a) i , ii , iii , iv , v
  - b) i , iii, iv
  - c) i, iii, v
  - d) iii , iv , v

v. Harish knows that what business he wants to do but does not know what steps he has to take to get it running. The barrier stopping him is \_\_\_\_\_ 1

- a) Building right team
- b) Risk taking
- c) Lack of plan
- d) Selecting right business idea

vi. The passive voice is used in which of the following statements? 1

- a) They are watching a movie
- b) The clock was repaired by Ramesh
- c) In the room, he is asleep
- d) My pet horse bit the policeman.

Q. 2

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

- i. \_\_\_\_\_ ensure the exclusive use of brand name by one seller 1
- a) Logo
  - b) Name
  - c) Brand name
  - d) Trade mark
- ii. Which type of pricing policy is suitable where intensity of the demand for the product would be different. 1
- a) Differential Pricing
  - b) Penetration Pricing
  - c) Perceived Value Pricing
  - d) Skimming Pricing
- iii. During periods of economic downturn, companies might adopt more competitive pricing to maintain or gain market share. Which aspect of production is taken care by companies while setting price during this period product? 1
- iv. Various transactions performed for movement of the goods from one place to another are called\_\_\_\_\_ 1
- a) Transactional functions
  - b) Logistic functions
  - c) Warehousing functions
  - d) Facilitating functions
- v. Which of the following examples best illustrates the heterogeneity feature in the service sector? 1
- a. Producing identical smartphones
  - b. Customized financial advisory services
  - c. Manufacturing standardized furniture
  - d. Bulk production of soft drinks
- vi. Indian Railways are trustworthy and honest to refund the money if a passenger is wait listed at the time of going of the train. Identify the Service quality discussed here. 1

vii. \_\_\_\_\_ is a communication tool that makes the companies accessible to those interested in their product and makes them visible to those who have no knowledge of their products. 1

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

i. \_\_\_\_\_ is the basic tool by which profitability of the firm is measured. 1

- a) Price
- b) Place
- c) Product
- d) Promotion

ii. The \_\_\_\_\_ of the product determines whether the product should be manufactured or its production discontinued. 1

- a) Costs
- b) Market Demand
- c) Market Supply
- d) Price

iii. This approach to pricing is an experimental search for the right price and it may result in a market determined price. Identify the approach. 1

- a) Skimming pricing
- b) Cost based pricing
- c) Below cost pricing
- d) Break – even pricing

iv. A sales representative from XYZ Electronics engages with a potential customer in a retail store, showcasing the features of the new smartphone. This is an example of: 1

- a) Advertising
- b) Sales promotion
- c) Personal selling
- d) Public relation

v. What is the meaning of end-to-end encryption? 1

vi. Promotion is meant to create \_\_\_\_\_ through constant promotion and involvement of customers with the marketer so as to create a lifetime relationship with them. 1

- a) Relationships
- b) Adds value
- c) Assist other companies
- d) Attract customers

vii. TechGad Solutions, that has developed a new line of affordable smart home devices, including smart plugs, bulbs, and security cameras. Suggest a pricing policy to the company who decides to use a marketing strategy to quickly establish a strong presence in the smart home technology market. 1

- a) Skimming pricing policy
- b) Break even pricing policy
- c) Value based pricing policy
- d) Penetration pricing policy

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

i. A category of convenience goods consisting of items purchased quickly in necessity without influencing by price is called 1

- a) Shopping goods
- b) Specialty goods
- c) Emergency goods
- d) Staple goods

ii. Government collects money through taxes and uses it for finance social projects like health care, education and social welfare etc. This is an example of 1

- a) Resource mobilization
- b) Price stabilization
- c) Price war
- d) Enhancing Public Image of the Firm

iii. \_\_\_\_\_ are the independent business organisations other than intermediaries. 1

- iv. What is the primary objective of using advertising as a promotion tool? 1
- a) Enhancing customer relationships
  - b) Direct selling to individuals
  - c) Building brand awareness and communication
  - d) Personalized customer service
- v. Define Integrated Marketing Communication. 1
- vi. A custom tailored marketing approach in which the company's objective is to build lasting relationships with carefully targeted individual consumers or buyers in narrowly defined segments is known as 1
- a) Direct marketing
  - b) Sales promotion
  - c) Personal selling
  - d) Public relations

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

- i. What defines an unsought product in the marketing context? 1
- a) A product that is highly sought after by customers
  - b) A product that is difficult to find in the market
  - c) A product that customers are not actively looking to purchase
  - d) A product with limited availability
- ii. Management of a firm can make estimates of -----at different levels of production at different prices and can choose the best combination of production, volume, and price. 1
- a) Price
  - b) Cost
  - c) Demand
  - d) Profit
- iii. For a company having small audience and launching a new product the most suitable promotion tool is- 1
- a) Trade Promotion
  - b) Personal Selling
  - c) Advertising
  - d) Publicity

- iv. A company is operating at a break-even level of output producing 20,000 units. 1  
The selling price per unit ₹25 and variable cost is ₹20 per unit. The fixed cost of the company would be:
- a) ₹100,000
  - b) ₹50,000
  - c) ₹50,000
  - d) ₹ 75,000
- v. A company that manufactures and sells custom-made furniture through its own 1  
website, allowing customers to browse, select, and purchase products online, represents a \_\_\_\_\_ of distribution.
- a) Zero level channel
  - b) One level channel
  - c) Two level channel
  - d) Three level channel
- vi. On the basis of service delivery and processing focus the services can be ----- 1  
----- sequential and one-to-many.

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

- i. This is the most suitable identity to recall the product by illiterate people. 1
- a) Brand name
  - b) Core product
  - c) Trade mark
  - d) The logo
- ii. Most of the eatables (food items), and the bakery items are distributed only by the 1  
retail sellers due to ----- factor pertaining to the product.
- a) Price of the product
  - b) Perishability
  - c) Size
  - d) Weight

- iii. He purchases in bulk and sells in small lots but is generally away from the ultimate consumers. 1
- Retailer
  - Intermediary
  - Wholesaler
  - Facilitating agency
- iv. These are the goods where the customer while selecting the product for purchase makes due comparisons on the bases of quality, price, style and suitability. 1
- Shopping products
  - Emergency goods
  - Unsought products
  - Convenient products
- v. ABC Sports Equipment, a manufacturer of high-end golf clubs, enters into a formal agreement with its authorized retailers. In this agreement, ABC specifies that the golf clubs should not be sold below a certain minimum price, let's say \$500 per club. Identify the pricing policy. 1
- vi. An agent actually gains ownership of the product and usually makes money from commissions and fees paid for their services. 1
- State True\ false. Give reason for your answer.

### 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 Differentiate between Simple and Complex sentences with suitable examples. 2

Q.8 How to identify people with Obsessive – compulsive personality disorder? 2

Q.9 2

SL.NO.	A	B	C	D	E	F
	NAME	Emp. ID	Grade Pay	Basic Pay	TA/DA	Total Salary



1	James	ab1	3000	2000	1000	
2	Rose	ab2	3500	2200	800	
3	Anto	ab3	4000	3000	1200	
4	Harsh	ab4	3000	3300	800	
5	Vijay	ab5	2800	5000	1500	

Answer the following questions using above table:-

a) Write formula for finding the total salary of Vijay.

b) Which function shall be used to arrange total salary in ascending order?

Q.10 What do you mean by interpersonal skills? Discuss any two ways to develop interpersonal skills. 2

Q.11 What are the ways where we can reduce the waste in the industries. 2

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

Q.12 During this stage the marketers are focusing effort on extending the lives of their existing brands. 2

Identify the stage in the product life cycle and explain the main pricing policy of this stage.

Q.13 Free samples and trade promotion are undertaken during this stage. Identify and explain the stage of product life cycle mentioned here. What are the benefits producer's will receive by following the above promotion strategies? 2

Q.14 Brand „Dhara“, from the Mother Dairy stable, with its thrust on tier-II towns, has been spending considerable amount on wall paintings, 'mela' participation and out-of-home advertising. Identify and define the element of promotion mix discussed here. 2

Q.15 How companies use Social Media Marketing to benefit their marketing efforts in creating brand awareness. 2

Q.16 Demand for industrial products is derived demand. Explain the statement by 2  
defining the term derived demand

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

Q.17 The selection of the suitable channel of distribution is one of the important factors 3  
of the distribution decisions. Explain the main factors pertaining to producer or  
company.

Q.18 Identify a promotion tool popular in penetrating markets. Differentiate the 3  
identified promotion tool from advertising.

Q.19 Identify and explain the different levels of material for package. 3

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

Q.20 Imagine you are a pricing analyst for a consumer electronics company 4  
considering the adoption of skimming pricing for a new product launch. Describe  
the key features of skimming pricing and explain how this strategy can contribute  
to maximizing revenue and establishing a competitive advantage in the market.  
Provide examples to support your explanation.

Q.21 Identify the promotion tool - Any activity which aids value to a product or service 4  
for a limited time period by offering an incentive to purchase. Discuss the main  
objective of the identified promotional tool.

Q.22 As a marketing manager for a service-oriented business, discuss four key 4  
characteristics that distinguish service marketing from product marketing. Provide  
examples to illustrate how these characteristics impact the development and  
implementation of effective marketing strategies for services.

Q.23 Elucidate the various components of product. 4

Q.24 Channels of distribution are mainly concerned with the transfer of title to a product 4  
which may be affected directly or through a chain of intermediaries. Identify and  
explain the main participants of distribution system.

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

