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|  | **INDIAN SCHOOL AL WADI AL KABIR**  **DEPARTMENT OF COMMERCE** |

**MARKETING SAMPLE PAPER 1**

**CLASS: XII 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. All questions of a particular section must be attempted in the correct order.

**5. 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.

**6. 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**

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| Q. 1. | Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks) | Marks |
|  | Which of the following is not a stage of active listening?   1. Receiving 2. Understanding 3. Non-responding 4. Evaluating | 1 |
|  | Tom consistently exaggerates his accomplishments at work, portraying himself as the star employee. He often dismisses the achievements of his colleagues, believing his contributions are far superior. When a coworker shares their success, Tom quickly redirects the conversation to focus on his own achievements. He lacks empathy and rarely acknowledges or celebrates others' accomplishments. Tom firmly believes he's the most important person in the room, and his actions consistently reflect this belief.  What type of personality disorder Tom suffers from?   1. Histrionic personality disorder 2. Narcissistic personality disorder 3. Borderline personality disorder 4. Antisocial personality disorder | 1 |
|  | A \_\_\_\_\_\_\_ is an arrangement of cells in a horizontal manner.   1. column 2. row 3. cell 4. worksheet | 1 |
|  | Alex has always been fascinated by advancements in renewable energy. With a clear vision and determination, he decides to start a company focused on designing and manufacturing affordable solar-powered appliances.  He takes quick and firm decisions about the company's direction, product offerings, and target market. Despite the challenges and uncertainties, Alex remains resolute and committed to his vision.  The type of entrepreneurial attitude adopted by Alex is \_\_\_\_\_\_\_\_\_\_   1. Initiative 2. Perseverance 3. Decisiveness 4. Organizational skills | 1 |
|  | The Ministry of Urban Development, Government of India, has classified solid waste in \_\_\_\_\_\_\_\_\_\_\_\_\_\_ categories based on the waste material.   1. 10 2. 14 3. 25 4. 100 | 1 |
|  | Maya is an avid traveller and always eager to explore new cultures and places. She enjoys immersing herself in different environments, meeting people from diverse backgrounds, and trying new cuisines.  In addition to her love for travel, Maya is a creative individual. She enjoys painting and writing in her free time, often experimenting with different art forms. She is constantly seeking inspiration and has a curious mind that drives her to learn new skills and broaden her knowledge.  From the above given information which personality trait suits Maya the most.   1. Openness 2. Consciousness 3. Agreeableness 4. Neuroticism | 1 |

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| Q. 2. | Answer any 5 out of the given 7 questions (1 x 5 = 5 marks) | Marks |
|  | Who said, “Product is a complex of tangible & intangible attributes, including packaging,  colour, Price, Prestige & services that satisfy needs & wants of people?”   1. Philip Kotler 2. William J. Stanton 3. Peter Drucker 4. Jonah Berger | 1 |
|  | Sherley and Hana, two friends, decide to get haircuts. Sherley decides on Salon A since it is located closer to her home. When she goes to Salon A, she learns that the salon offers personalized consultations and offers haircuts depending on each client's tastes and face features. Hana, who visits Salon B, observes that this establishment simply concentrates on providing a quick haircut at a cheap cost that the client requests, regardless of whether the haircut would suit the client.  Both salons offer the same service, but the experience and method of delivery are different. Identify the feature of services that was highlighted.   1. Perishability 2. Inseparability 3. Heterogeneity 4. Intangibility | 1 |
|  | Instead of purchasing a burger, fries, and a drink separately, Roger buys a meal where he can buy all three items together at a lower combined price. The value meal provides him cost savings compared to buying each item individually.  Identify the pricing policy   1. Psychological pricing 2. Leader pricing 3. Team pricing 4. Individual pricing | 1 |
|  | Read the following statements: Assertion (A) and Reason(R). Choose the correct alternative from those given below:  Assertion (A): The life cycle of the product is the longest and that of the brand is shortest usually.  Reason (R): Modifications need to be made in the PLC because of changes in the environment.  Alternatives:   1. Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A). 2. Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A) 3. Assertion (A) is true but Reason (R) is False      1. Assertion (A) is False but Reason (R) is True | 1 |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.   1. Digital marketing 2. Traditional marketing 3. Online marketing 4. Social media marketing | 1 |
|  | Give the full form of SEO | 1 |
|  | The second participant of the distribution system is in direct negotiation between buyer and seller   1. Manufacturer 2. Intermediaries 3. Facilitating agencies 4. Consumers | 1 |

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| Q. 3. | Answer any 6 out of the given 7 questions (1 x 6 = 6 marks) | Marks |
|  | IJERPH | Free Full-Text | Social Interactions Sparked by Pictorial Warnings  on Cigarette Packs  Observe the encircled caption carefully and answer the question given below  The encircled statement is an example of \_\_\_\_\_\_\_\_\_   1. Grading 2. Packaging 3. Labelling 4. Standardizing | 1 |
|  | Location of his shop near the residential areas is very important   1. Wholesaler 2. Retailer 3. Distributor 4. Agent | 1 |
|  | State an example of Premium Promotions | 1 |
|  | A customer contacts an IT support company because their computer is facing connectivity issues. The employee at the IT support company possesses the required skills and knowledge in diagnosing and troubleshooting network connectivity problems. He efficiently guides the customer through a series of steps, identifies the root cause of the issue, and provides appropriate solutions to resolve the problem. The customer is satisfied with the service provided.  The service provided by the employee fulfills \_\_\_\_\_\_\_\_\_\_\_\_\_ criteria of quality service   1. Tangibles 2. Competence 3. Responsiveness 4. Service delivery | 1 |
|  | Which of the following services can be provided only when the customers and employee are present?   1. ATM service 2. Classroom lecture 3. Insurance policy 4. Automated check out stations | 1 |
|  | Travelling in Delhi Metro, in DTC, attending lectures, buying a book via internet and going into a canteen for a cup of tea are all examples of \_\_\_\_\_\_\_\_\_\_\_\_\_\_   1. Demand 2. Marketing 3. Consumption of services 4. Promotion | 1 |
|  | A firm needing short-term sale may have focus on \_\_\_\_\_\_\_\_\_\_\_\_\_\_   1. sales promotion 2. publicity 3. public relations 4. advertising | 1 |

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| Q. 4. | Answer any 5 out of the given 6 questions (1 x 5 = 5 marks) | Marks |
|  | 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. Assembling 2. Sorting 3. Storage 4. Warehousing | 1 |
|  | Airtel initially kept high prices for its mobile services, but with entry of Vodafone, Idea and Reliance Jio the prices for various mobile services have been slashed.  In the above given example, which aspect of production has been undertaken while setting the price   1. Price of raw material 2. Cost of manufacturing 3. Competition in the market 4. Brand and quality of product | 1 |
|  | Whole Foods collects email addresses on their website to advertise new products, sales, and  events in their stores.  The above is an example of \_\_\_\_\_\_\_\_\_\_\_\_   1. Digital marketing 2. Online marketing 3. Promotion 4. Social media marketing | 1 |
|  | They emphasize on standards or grades used for product identification. E.g: Fabric, Tea Leaf, etc.   1. Brand labels 2. Grade labels 3. Descriptive labels 4. Informative labels | 1 |
|  | During the World War II Bourn Vita was in short supply, yet the company continued to advertise for this very purpose.  Which function of promotion is highlighted in the above case?   1. remind 2. persuade 3. inform 4. adds value | 1 |
|  | If Fixed expenses in a production unit are Rs. 54,000, variable cost per unit is Rs. 15 and selling price per unit is Rs.20; find out BEP quantity. What should be the selling price if Break-even output is brought down to 6,000 units?   1. Rs. 22 2. Rs. 30 3. Rs. 24 4. Rs. 50 | 1 |

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| Q. 5. | Answer any 5 out of the given 6 questions (1 x 5 = 5 marks) | Marks |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_ in marketing mix refers to the channel, or the route, through which goods move from the source or factory to the final user.   1. Product 2. Price 3. Place 4. Promotion | 1 |
|  | It draws 2-3 seconds of a reader’s time, hence it is a glance medium. Identify the mode of advertising mentioned in the statement given above.   1. Newspaper advertising 2. Out of home advertising 3. Radio advertising 4. Cinema advertising | 1 |
|  | Why is 'place' considered a crucial element of the marketing mix?   1. Ensuring consumers are at the right location to purchase the product 2. Making sure the product is available and accessible to consumers in the appropriate location 3. Strategically placing advertisements in the right locations 4. Ensuring consumers are at the right place and time to access the product effectively | 1 |
|  | YZ Clothing Company manufactures ready-made shirts and trousers in standard sizes for both men and women. The standard sizes for men's shirts are small (S), medium (M), large (L), and extra-large (XL), based on chest measurements.  Customers can choose the appropriate standard size based on their body measurements and preferences. For e.g., A male customer with a 38-inch chest might choose a size L shirt.  Another male customer with a 33-inch waist would opt for trousers in size 32.  The above given case is an example of:   1. Product elimination 2. Product diversification 3. Product standardization 4. Product repositioning | 1 |
|  | A \_\_\_\_\_\_\_\_\_\_\_package is one which possesses a secondary usefulness after its contents have been consumed.   1. dual use 2. consumer 3. industrial package 4. bulk package | 1 |
|  | The products sold at Fab-India or Forest Essentials cosmetics are considered as premium products by the customers and so are priced high.  This is an example of which type of pricing?   1. Demand based pricing 2. Cost-oriented pricing 3. Competition oriented pricing 4. Value based pricing | 1 |

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| Q. 6. | Answer any 5 out of the given 6 questions (1 x 5 = 5 marks) | Marks |
|  | If the strategy adopted is to motivate and persuade the intermediaries‟ to make effort to increase the sales the strategy is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 1 |
|  | In the absence of salesman, the \_\_\_\_\_\_\_\_ should be able to grab the eyeballs of the buyers.   1. Service 2. Package 3. Demand 4. Supply | 1 |
|  | From the following choose an incorrect statement regarding importance of pricing to the firm.   1. To determine firm’s Competitive Position and Market share 2. To determine the quantum of production 3. To determine the quality and variants in production 4. Helps in satisfaction of needs | 1 |
|  | A book can be sold for different prices. By binding the book with attractive leather cover, the seller can demand a higher price than the ordinary book.  Which of the following factors given below have affected the differential pricing in the above case?   1. Bargaining ability 2. Product version 3. Time of purchase 4. Location | 1 |
|  | XYZ Electronics, a company that manufactures cutting-edge audio equipment, partners with independent sales agents to enhance its market reach. Brenna, represents XYZ Electronics in a specific region. She actively promotes and sells XYZ Electronics' audio products to various retailers and audio enthusiasts.  Although she takes possession of the products during the sales process, she does not own them. For every successful sale she makes, Brenna earns a commission based on the agreed terms with XYZ Electronics. This mutually beneficial arrangement helps XYZ Electronics reach a broader audience while enabling Brenna to earn a living through commissions from sales.  It can be rightly said that Brenna is a/an \_\_\_\_\_\_\_\_\_\_   1. Wholesaler 2. Distributor 3. Agent 4. Retailer | 1 |
|  | An airline company is celebrating International Women's Day by offering special discounted airfares for all female passengers. The airfare for the day has been listed as given below:   * Regular Adult Fare: $400 * Women's Day Special Fare for Women: $300 (discounted)   In this scenario, the airline company has adopted \_\_\_\_\_\_\_\_ method of Competition-oriented pricing   1. Going rate pricing 2. Discriminatory pricing 3. Sealed bid pricing 4. Demand oriented pricing | 1 |

**SECTION B: SUBJECTIVE TYPE QUESTIONS**

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|  | Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks) Answer each question in 20 – 30 words. | Marks |
| Q.7. | Stress is a state of feeling upset, annoyed and hopeless. There are times when we feel nothing is working right, we are not able to achieve our goals and feel hopeless. During such times, if we manage and control our emotions, it helps us to sail through.  Mention any four ways to manage stress. | 2 |
| Q.8. | Your friend is in the middle of an important interview. What are some effective strategies they can employ to make a positive impression and perform well during the interview? Write four points | 2 |
| Q.9. | Mention the steps to add a new slide. | 2 |
| Q.10 | There are various barriers that can prevent one from pursuing one’s passion for entrepreneurship. Explain any two such barriers. | 2 |
| Q.11. | List some ways by which we can reduce the amount of waste generated. | 2 |

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|  | Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks) | Marks |
| Q.12. | What do you understand by Above-the-line and Below-the-line activities of promotion? | 2 |
| Q.13. | Jeff is the owner of a reputable firm which sells B2B product. Lately, he has been struggling to find industrial buyers for his product. He tried selling his products on Facebook Marketplace but to no avail. He was unable to find any serious buyers.  Suggest and justify a social media platform that will assist Jeff in networking with suitable buyers | 2 |
| Q.14. | Alice recently visited a new Italian restaurant in town and had an amazing dining experience. Impressed by the delicious food and exceptional service, she excitedly tells her friend Bob about it:  Alice: "Hey Bob! I tried this new Italian restaurant, 'Taste of Italy,' last night. The pasta was incredible, and the staff were so friendly. You should definitely check it out!"  Bob trusts Alice's judgment and decides to visit the restaurant based on her recommendation.  The above case is a classic example of one of the elements of promotion. Identify and explain the same. | 2 |
| Q.15. | Discuss the profitability objectives of pricing. | 2 |
| Q.16. | Friend 1: Hey there! Have you considered getting the COVID vaccine?  Friend 2: I'm not so sure about it. I've been hearing different things.  Friend 1: I totally get that. I was a bit hesitant at first too, but after looking into it and understanding the science behind it, I got the vaccine. The government has been doing some really informative campaigns about its safety and importance.  Friend 2: Yeah, I've seen some of those campaigns, but I'm still worried about the side effects.  Friend 1: I totally understand your concern. According to the information given on the government website majority of side effects are mild and temporary, and they are a sign that your body is building protection. The benefits far outweigh the risks, especially considering how effective the vaccine is at preventing severe illness.  Friend 2: Thankyou. I will check the government website for some more information and then make a decision.  Friend 1: That’s great!  Identify and explain the category of consumer goods to which the Covid vaccine belongs. | 2 |

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|  | Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks) | Marks |
| Q.17. | Differentiate between Personal selling and Sales Promotion. | 3 |
| Q.18. | Tiaga Glass is a smart eyewear brand that has an optical, head-mounted display. They designed the glasses with the goal of allowing users to connect with the internet via voice commands. They competed with more popular smart products like smart watches, speakers, and televisions. They were criticised for being able to capture videos of people without their knowledge. Moreover, the eyewear failed to perform any functions effectively.   1. According to you, which stage of product life cycle is Tiaga Glass heading towards? 2. Explain in detail any two characteristics of this stage. | 3 |
| Q.19. | Explain any three functions performed by the middlemen in channels of distribution | 3 |

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|  | Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks) | Marks |
| Q.20. | External factors are forces which are beyond control of the firm. A firm cannot alter or  change these factors or forces for its advantage.  In the light of the above statement, explain any four factors which externally affect pricing. | 4 |
| Q.21. | I am the only form of marketing that can help consumers at each and every stage of the consumer decision journey. Who am I? Give any three reasons why an organization will benefit from me? | 4 |
| Q.22. | Differentiate between Convenience products and shopping products on the basis of:   1. Brand loyalty of customers 2. Purchase behaviour of customers 3. Promotion 4. Price | 4 |
| Q.23. | Examine the role of middleman who takes title to the goods he handles and assumes marketing risks in the process of distribution of goods | 4 |
| Q.24. | “Any activity which adds value to a product or service for a limited time period by offering an incentive to purchase.”   1. Identify the element of promotion mix mentioned in the above statement 2. Explain in detail any three of its objectives | 4 |