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

**MARKETING SAMPLE PAPER 2**

**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 |
|  | This stage of active listening is about judging the value, quantity, importance and amount of something or someone.   1. Receiving 2. Understanding 3. Remembering 4. Evaluating | 1 |
|  | Soraya, a marketing manager at a fast-paced advertising agency constantly juggles multiple high-stakes projects, faces tight deadlines, and often works late into the night. Her workload is overwhelming, and she's under immense pressure to meet clients' expectations. Due to this, her productivity has declined, she's become irritable with colleagues, and she frequently experiences physical symptoms like headaches and sleep disturbances. It's clear that the demanding nature of her job has taken a toll on her well-being and overall job satisfaction.  In the above example, Soraya is \_\_\_\_\_\_\_\_\_\_   1. Positive minded 2. Motivated 3. Stressed 4. Actively listening | 1 |
|  | Mary believes that she will not have the ability to work with a team when she starts her business. The barrier she is facing is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. (a)   1. getting capital 2. self-doubt 3. risk taking 4. selecting the right business idea | 1 |
|  | A \_\_\_\_\_\_\_\_\_is an arrangement of cells in a vertical (standing) manner   1. Spreadsheet 2. Row 3. Column 4. Workbook | 1 |
|  | Jaanvi’s children have grown up. They have a lot of clothes that are too small for them now. What should Jaanvi do with these old clothes? (a)   1. Throw them in the trash can 2. Burn them 3. Keep using them even though they are too small 4. Donate them or make bags out of them | 1 |
|  | People with such a disorder are characterised by lack of self-confidence and an extra need to be looked after. They need a lot of help in making everyday decisions and surrender important life decisions to the care of others. They heavily rely on other people for their emotional and physical needs, and thus, usually, avoid being alone.  Which type of personality disorder is explained above?   1. Avoidant personality disorder 2. Dependant personality disorder 3. Obsessive compulsive personality disorder 4. Narcissistic personality disorder | 1 |

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| Q. 2. | Answer any 5 out of the given 7 questions (1 x 5 = 5 marks) | Marks |
|  | A \_\_\_\_\_\_\_\_\_\_\_is a brand with legal protection, thus ensuring its exclusive use by one seller   1. Brand name 2. trade mark 3. logo 4. product | 1 |
|  | Automobile companies increase prices of cars when there is high demand and offer heavy discounts when demand is low.  Identify the aspect of production in the above case, which has been taken into consideration while setting the price.   1. Competition 2. Price of raw materials 3. Manufacturing cost 4. Market condition | 1 |
|  | This social media app has a laser focus on building a messaging service that works fast and reliably anywhere in the world   1. WhatsApp 2. Facebook 3. Instagram 4. Twitter | 1 |
|  | This element of marketing mix is the starting point of planning. No marketing programme will commence in the absence of this element because planning for all marketing activities distribution, price, sales promotion, advertising, etc. is done on the basis of its nature, quality and the demand   1. Place 2. Promotion 3. Product 4. Price | 1 |
|  | It is a location-based social networking website, where users can check into locations via a Swarm app on their smart phones.   1. Foursquare 2. LinkedIn 3. Google+ 4. Facebook | 1 |
|  | \_\_\_\_\_\_\_\_\_\_is concerned with the movement of goods from the point of production to the point of consumption   1. Product 2. Price 3. Place 4. Promotion | 1 |
|  | The following is not a limitation of online marketing:   1. Impersonal 2. Crowded and competitive 3. Without touch and feel factor 4. Ability to measure the impact | 1 |

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| Q. 3. | Answer any 6 out of the given 7 questions (1 x 6 = 6 marks) | Marks |
|  | A smartphone company currently offers high-resolution cameras and fast processors (real product). However, they envision a future product with AI-enhanced photography, foldable screens, and eco-friendly materials  Identify the product level mentioned in the above case.   1. Customized product 2. Core benefit 3. Branded product 4. Potential product | 1 |
|  | This intermediary sells at a very low margin of profit as turnover is very fast.   1. Retailer 2. Distributor 3. Agent 4. Wholesaler | 1 |
|  | Give an example of prize promotion | 1 |
|  | ‘A service can’t be seen, touched, held, or put on a shelf, because it has no physical shape.’  The statement given above, denotes which characteristic of service.   1. Perishability 2. Non-ownership 3. Intangibility 4. Simultaneity | 1 |
|  | One – to – many is an example of which type of service?   1. Video game 2. Classroom lecture 3. Counselling 4. Vending machine | 1 |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_uses mediums like print, billboard, television and radio advertisements   1. Social media marketing 2. Online marketing 3. Direct marketing 4. Traditional marketing | 1 |
|  | Recently, Marico, an FMCG marketing company, has decided to make use of barbers to promote Parachute After-Shower cream. The barber becomes the inflection point to influence the men who go for regular haircuts and shave. It‟s here that men discuss their hair-related problems the barber can act as an influencer for promoting the product.  Which element of promotion mix has been utilized here?   1. Personal selling 2. Sales promotion 3. Word of mouth communication 4. Advertising | 1 |

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| Q. 4. | Answer any 5 out of the given 6 questions (1 x 5 = 5 marks) | Marks |
|  | It refers to the manner in which a marketer changes the whole product in order to satisfy a particular segment or customer   1. Product line 2. Product positioning 3. Product repositioning 4. Product differentiation | 1 |
|  | During a boom-period in the economy, when market conditions are favourable due to \_\_\_\_\_\_\_\_\_\_\_\_\_ or inflationary trend firms can afford to fix higher prices of their products   1. Bearish attitude 2. Bullish attitude 3. Competitive attitude 4. Inflation attitude | 1 |
|  | Maruti Udyog sells its cars through company approved dealerships like DD Motors.  This is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_ distribution:   1. One level channel 2. Two level channel 3. Three level channel 4. Four level channel | 1 |
|  | Mention the full form of SEM | 1 |
|  | Give another term for Direct Marketing | 1 |
|  | If Fixed expenses in a production unit are Rs. 70,000, variable cost per unit is Rs. 15 and selling price per unit is Rs.20; find out BEP quantity.   1. 25000 units 2. 18000 units 3. 14000 units 4. 10000 units | 1 |

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| Q. 5. | Answer any 5 out of the given 6 questions (1 x 5 = 5 marks) | Marks |
|  | An agent actually gains ownership of the product and usually makes money from commissions and fees paid for their services.  State whether the following statement is True or False | 1 |
|  | Eureka Forbes, the company which markets vacuum cleaners and water purifying equipment. It believes that if the market is in the customer's house, the best way to get there is to knock at the door. The company has clearly demonstrated that door-to-door selling can be effective in Indian conditions.  This is an example of \_\_\_\_\_\_\_\_\_\_\_ channel   1. Direct 2. Indirect 3. Primary 4. First | 1 |
|  | IPL 2020: Vivo to continue as title sponsor, Marketing & Advertising News,  ET BrandEquity  In the image given above, Vivo can be considered as a \_\_\_\_\_\_\_\_\_\_\_\_\_   1. Middleman 2. Sponsor 3. Publicist 4. Producer | 1 |
|  | As Jane approached the grocery store checkout, she noticed a display of scented candles. Their soothing fragrance caught her attention, and spontaneously, she added one to her cart even though she had no plans to buy one. Finally, she paid for all her groceries as well as the scented candles.  The scented candles are an example of:   1. Staple goods 2. Impulse goods 3. Emergency goods 4. Desired goods | 1 |
|  | Customers have low awareness and those who are willing to try the product do so in small quantities called trial purchase.  This is true in case of \_\_\_\_\_\_\_\_\_\_\_\_ stage of Product Life Cycle   1. Maturity stage 2. Decline stage 3. Introduction stage 4. Growth stage | 1 |
|  | The following condition is not favourable for skimming pricing:   1. Where the demand is relatively inelastic, as the customers know little about the product and close rivals are few. 2. Where there is minimum risk and one can move up in the prices. 3. Where there is a strong threat of competition and only a low price can ward off the potential entrants to the market. 4. Where little is known about price elasticity of the product. | 1 |

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| Q. 6. | Answer any 5 out of the given 6 questions (1 x 5 = 5 marks) | Marks |
|  | Buy two pieces and one piece is free.  This is an example of which type of price promotion? | 1 |
|  | Environmental awareness among the consumers has promoted the introduction of \_\_\_\_\_\_\_\_ awarded on the basis of a product’s environment friendliness.   1. Descriptive labels 2. Eco-label 3. Informative label 4. Brand label | 1 |
|  | A seller sells the same product at a lower price to old or loyal customer.  This is an example of:   1. Competitive pricing 2. Dual pricing 3. Variable price policy 4. One price policy | 1 |
|  | A perfume company may price its perfume @ 500 Rs each in an ordinary bottle and @ 1000Rs in a fancy bottle with a different name and image.  Here price discrimination has taken place on the basis of:   1. Image 2. Time 3. Location 4. Customer segment | 1 |
|  | Post-purchase service and maintenance, financing, market information, etc. are all examples of \_\_\_\_\_\_\_\_\_\_\_\_\_   1. Logistical function 2. Transactional function 3. Facilitating function 4. Negotiation | 1 |
|  | Under this method of pricing, the prices of one or a few items may be cut temporarily to attract customers. Such products are called \_\_\_\_\_\_\_\_\_\_   1. Odd products 2. Loss leader 3. Premium products 4. Prestige products | 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. | Why is active listening important in the workplace? | 2 |
| Q.8. | Your friend has an interview scheduled for tomorrow. She is anxious due to lack of preparation time. Suggest four things that your friend must avoid during the interview. | 2 |
| Q.9. | Suggest two ways by which aspiring entrepreneurs can identify new business opportunities and evaluate their potential and risks | 2 |
| Q.10 | Mention any two advantages of presentation software. | 2 |
| Q.11. | What is the main aim of the electric vehicle program launched by EESL under the Ministry of Power? | 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. | A renowned chocolate brand is currently facing a significant controversy due to a rumor circulating about the presence of a harmful chemical in its products. This has resulted in a tarnished reputation, declining sales, and widespread customer misperception. The company is now seeking a way to effectively communicate with its customers and clarify that the rumor is entirely false.  Suggest an element of promotion which will help the organization to reach their message effectively to their customers. Also, justify your suggestion. | 2 |
| Q.13. | After visiting the new restaurant based on his friend's recommendation, Zack dined there with his family. Later, his friend inquired about the dining experience. In order to respond back to his friend, Zack first needs to assess the quality of the restaurant's service?  Explain in detail any two criterias on the basis of which Zack can judge the service quality of the restaurant. | 2 |
| Q.14. | Differentiate between Advertising and Personal selling | 2 |
| Q.15. | Internal factors are the forces which are within the control of a firm up to certain extent. The firm can regulate and change these factors as per requirement.  Explain any two internal factors affecting pricing | 2 |
| Q.16. | These products used as inputs to produce consumer products. They are used for non-personal and business purposes.   1. Identify the type of product 2. Explain any one category of the product identified in (a) | 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. | EcoGlow, a company specializing in solar-powered appliances, faced competition from new entrants in the market, which led to stagnant sales. To overcome this challenge, EcoGlow introduced cost-effective variants of their products and sought new markets to expand their reach. They also differentiated themselves by adding innovative features to their appliances. This strategic approach not only allowed EcoGlow to remain competitive but also led to a resurgence in sales, solidifying their position as industry leaders   1. Identify the stage of product life cycle highlighted above. 2. Explain in detail any two characteristics of this stage. | 3 |
| Q.18. | He sells the products he has purchased directly to the end user for a profit. He takes title to, or purchases, products from other market intermediaries. He can independently own and operate small stores, or can be part of a large chain,   1. Identify the marketing intermediary mentioned above 2. Explain any three functions of the intermediary identified in (a) | 3 |
| Q.19. | Explain in detail any three factors affecting the selection of Promotion Mix | 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. | Consumers’ buying decisions also depends upon price of the product up to a great extent. Highly priced commodities generally witness a sluggish sale trend in comparison to moderately priced goods.  In the light of this statement, explain the importance of pricing to customers. | 4 |
| Q.21. | Canon, a renowned camera manufacturer, has embarked on a clever advertising campaign. They've placed strategic ads on popular search engines like Google, Yahoo, and Bing. Whenever someone searches for keywords related to "photography," such as "digital cameras" or "professional photography equipment," Canon's ads instantly appear.  This smart move ensures that Canon's cameras are showcased to an audience actively interested in photography. It's like being at the right place at the right time, as potential customers are searching for photography-related products. As a result, Canon's cameras are now in the spotlight for those who are eager to capture life's moments in high-quality photographs.   1. Identify and explain the emerging trend adopted by Canon. 2. Explain any three ways in which the identified trend can benefit a marketer. | 4 |
| Q.22. | Rachel rushed to the art supply store to buy a set of paint tubes for her son's school project. As she scanned the shelves, she noticed a stack of paint tubes that lacked their usual outer covering. In a hurry and eager to get back home, she grabbed the paint tube and headed to the checkout.  On her way home, with her son sitting in the back seat, Rita placed the shopping bags on the car seat next to him. Little did she realize that the paint tube she bought had no protective seal, and the vibrant paint inside had already started to ooze out.  Upon reaching home, as she started unloading the groceries, she was shocked to discover a colorful mess in the back seat. Her son's pants were smeared with paint, and the car seat was equally splattered. It was a frustrating situation.  She decided to take action against the paint company, considering the inconvenience and damage caused by their product. She sought legal advice with the intention of holding the company accountable for the lack of attention and the subsequent mess it had created.   1. Identify the important product related decision that was ignored by the company. 2. Explain any three functions of the product related decision identified in (a) | 4 |
| Q.23. | Sheila, the proud owner of a recently opened ice cream parlor, is facing the challenge of attracting customers to her new business. In order to address this, she is considering employing the "advertisement" element of promotion.   1. To effectively promote her ice cream parlor, suggest any two modes of advertising that can help her. 2. Also, mention three benefits of each mode suggested in (a) | 4 |
| Q.24. | You are the CEO of a high-end furniture company specializing in designer sofas. Discuss the factors that will influence your decision in choosing the most effective distribution channel to sell your premium sofas if middlemen and market is to be focused. | 4 |