

MARKETING (812)

MARKING SCHEME

	SECTION A: OBJECTIVE TYPE QUESTIONS	Marks
Q.1	Answer any 4 out of the given 6 questions on Employability Skills (1*4 = 4 Marks)	
i	Communication involves a sender, who _____ and sends a message through a channel, and a receiver, who _____ the message and gives feedback. encodes, decodes.	1
ii	Which is not a way to manage stress? A. Analysing what is going wrong B. Pondering over past issues C. Practising meditation and yoga D. Maintaining accomplishment sheet	1
iii	_____ is/are a cluster of thoughts, emotions and behaviour which makes every individual unique to one another. A. Temperament B. Traits C. Personality D. Character	1
iv	Shortcut to make text slanting is _____. Ctrl + I	1
v	The word entrepreneur is derived from the French word _____. 'entreprendre'.	1
vi	The total forest and tree cover is _____ of the country's geographical area. A. 24% B. 26% C. 25% D. 27%	1

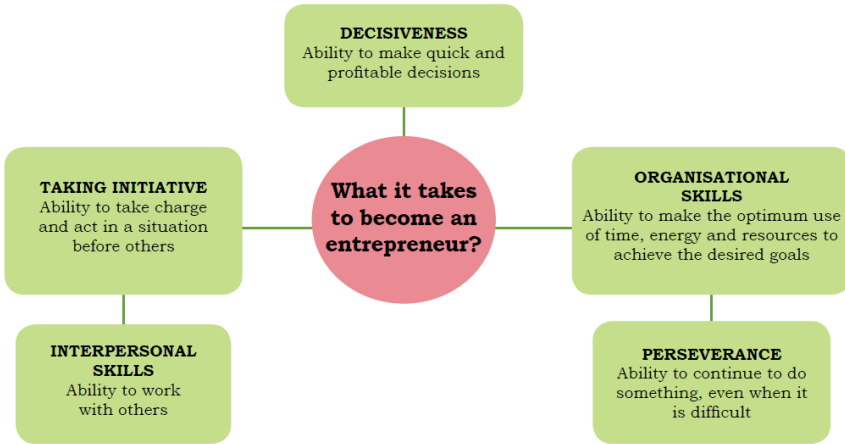
Q.2	Answer any 5 out of the given 7 questions (1*5 = 5 Marks)	
i	Draw a 3-Level Channel of Distribution Manufacturer → Agent → Wholesaler → Retailer → Customer	1
ii	Define Price as per Stanton. <i>"Price is the amount of money needed to acquire some combination of goods and its accompanying services."</i>	1
iii	Which of these is a function of a retailer? I. Collection of goods II. Transportation III. Grading and packing IV. Financing Options: A. I and II B. II, III and IV C. II and IV D. I, II and IV	1
iv	Which of these is not an internal factor which affects the price? A. Size of organisation B. Cost of product C. Nature of goods D. Demand	1
v	Capital Items are the goods used in producing the finished goods. They include tools, machines, computers etc.	1
vi	Linkedin has 26.27 million male and 10.73 million female users in India.	1
vii	In _____ markets, Products often slow at election time as people are busy with rallies. Moreover, hoardings and billboard costs go up since political parties too have started putting their ads. A. Urban B. Rural C. Target D. Segmented	1

Q.3	Answer any 6 out of the given 7 Questions (1*6 = 6 Marks)	
i	<p>Labelling and packaging are associated with _____mix.</p> <p>PRODUCT</p>	1
ii	The key to perceived value pricing is the most accurate determination of markets perceived of the offers value. <u>Inflated</u> or <u>deflated</u> perception value calculated by the price setters are likely to go wrong.	1
iii	<p>Some British writers feel advertising as _____.</p> <p>A. communication with an idea. B. communication with a thought. C. communication with a purpose. D. <i>communication with a message.</i></p>	1
iv	It is now common for consumers to post feedback online through <i>social media sources</i> , <u>blogs</u> and <u>websites</u> feedback on their experience with a product or brand.	1
v	<p>Which level of distribution is used particularly when the manufacturer carries a limited product line and has to cover a wide market where an agent in the major areas is appointed who further contact wholesalers and retailers.</p> <p>A.One Level B.Two Level C.Three Level D.Zero Level</p>	1
vi	<p>Attractive packaging is an also an efficient _____.</p> <p>Point of purchase</p>	1
vii	<p>Mention one advantage and one disadvantage of competitive pricing.</p> <p>Advantage - It avoids price competition that can damage the company. Disadvantage - This pricing method may only cover production costs, resulting in low profits to the firm.</p>	1
Q.4	Answer any 5 out of the given 6 Questions (1* 5 = 5 Marks)	
i	Write the two equations that can be used to calculate the Break-Even Pricing.	1

	$\text{BEP} = \frac{\text{Total Fixed Cost}}{\text{Selling Price per unit} - \text{Variable cost per unit}}$ $\text{BEP} = \frac{\text{Total Fixed Cost}}{\text{Contribution per unit}}$	
ii	Which of these is not a form of discriminatory pricing? A. Basis of product form B. Location discrimination C. Colour discrimination D. Basis of customer segment	1
iii	It refers to "any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact. "Identify the concept A. Online Marketing B. E-Business/Electronic Business C. Social Media Marketing D. Electronic Commerce/E-commerce	1
iv	As of May 2015, 93% of businesses marketers use Facebook to promote their brand. Facebook 107 million male and 33 million female users.	1
v	Soap, Cornflakes are examples of _____. A. Durable goods B. Non-durable goods C. Fast moving consumer goods D. B&C	1
vi	Which of these come under the category of transactional functions? A. Assembling goods B. Maintenance C. Storage and grading D. Buying, selling and risk-bearing	1
Q.5	Answer any 5 out of the 6 Questions (1 * 5 = 5 Marks)	
i	State whether the following statement is True or False: "Companies trying to secure favourable product prices often find themselves in a position to sufficiently compensate for various production factors."	1

	<p>The statement is False.</p> <p>Explanation: Companies attempting to secure favorable product prices often face challenges in compensating for various production factors (like raw materials, labor, and overhead costs). Lower prices may reduce profit margins, making it difficult for companies to cover these essential production expenses. Hence, securing favorable product prices does not necessarily mean companies can always compensate for the various production factors adequately.</p>	
ii	<p>What does inverse relationship between price and quantity demanded signify in context of basic equilibrium price determination?</p> <p>A. Higher prices, higher demand B. Lower prices, lower demand C. No relationship between price and demand D. Lower price leads to higher demand</p>	1
iii	<p>_____ pricing policy involves the manufacturer setting a minimum price for their product often through formal agreements with distributors to protect the manufacturer's interest.</p> <p>A. Demand-oriented B. Penetration C. Resale D. Cost-plus</p>	1
iv	<p><u>Distributors</u> only carry complementary product lines.</p>	1
v	<p>How does spread of consumers influence the selection of a distribution channel?</p> <p>A. In a limited consumer sphere, producer handles distribution directly. B. Products with nationwide consumer distribution rely on retailers. C. Consumer spread has no impact. D. Small consumer spreads require extensive use of retailers and wholesalers.</p>	1
vi	<p>Under Capital Items, Equipment's include hand tools and office equipment's like <u>personal computers, laptops.</u></p>	1
Q.6	Answer any 5 out of the given 6 Questions (1*5 =5 Marks)	
i	<p>What are the key characteristics of below-the-line activities in</p>	1

	<p>promotion?</p> <p>A. Targeted to mass audience, using broadcast and print media</p> <p>B. Prohibitively expensive requiring significant investment</p> <p>C. Targeted to a selective audience in specific locations</p> <p>D. Primarily focused on rural areas with minimal consumer interface</p>	
ii	<p>List any (1) merit and (1) demerit of Cinema Advertising</p> <p>Advantages of Cinema Advertising</p> <ol style="list-style-type: none"> 1. Captive audience 2. Longer video 3. Larger screen <p>Limitations of Cinema Advertising</p> <ol style="list-style-type: none"> 1. Only selective audiences who visit the hall witness the advertisement. 2. High distractions 3. High costs 	1
iii	<p>Define Direct Marketing</p> <p>Direct marketing refers to any advertising activity which creates and exploits a direct relationship between the marketer and its prospects or customer as an individual.</p>	1
iv	<p>_____ is an important element of the Promotion Mix, a part of 4Ps.</p> <p>PERSONAL SELLING.</p>	1
v	<p>What is the purpose of using data in the context of various marketing channels?</p> <p>A. Data helps in determining the cost of marketing channels</p> <p>B. Data provides a quick view of the effectiveness of channels</p> <p>C. Data is primarily used to analyze competitor's marketing strategies.</p> <p>D. Data is irrelevant in assessing the performance of marketing Channels.</p>	1
vi	<p>Abbreviate SEO</p> <p>Search Engine Optimization (SEO)</p>	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. Abbreviate RESPECT	2

	<p>Remove Eye contact Show Pay attention Emphasize Clarify doubts and Tune.</p> <p>b. Define a Simple Sentence</p> <p>A simple sentence is one that has only one subject and one predicate or has only one finite verb.</p>	
Q.8	<p>Name any two green jobs in the following sectors.</p> <p>(i) Construction</p> <p>(ii) Eco Tourism</p> <p>Construction - construction, landscape, gardening, maintenance of green components, water management, etc.</p> <p>Eco Tourism - eco-tour guides and eco-tourism operators.</p>	2
Q.9	<p>Explain any two attitudes of an entrepreneur.</p>  <p><i>Figure 4.1: Attitudes of an entrepreneur</i></p>	2
Q.10	<p>How can LibreOffice Impress be started?</p> <p>Steps to start LibreOffice Impress</p> <ol style="list-style-type: none"> 1. First, you must ensure that LibreOffice Impress is installed on your computer. 2. Type 'LibreOffice Impress' in the search bar of Windows. 3. Select LibreOffice Impress from the search Results. 4. LibreOffice Impress will open. Cancel the 'Select a template' dialog box. 5. A blank presentation will open. 	2
Q.11	<p>Explain Intrinsic and Extrinsic Motivation with an example.</p> <p>Intrinsic motivation: It includes activities for which there is no apparent reward, but one derives enjoyment and satisfaction in doing them. It occurs when people are internally motivated to do something because it brings them pleasure. They think it is important or feel what they are learning is significant. Incentives related to the motive</p>	2

	<p>or goal can satisfy one's needs.</p> <p>Extrinsic motivation: It arises because of incentives or external rewards. Lack of motivation or incentives may lead to frustration, for example, employees who are kept on contractual basis for a long time may get frustrated and leave an organisation.</p>	
	<p>Answer any 3 out of the given 5 questions in 20 – 30 words each</p> <p>(2 x 3 = 6 marks)</p>	
Q.12	<p>List the (4) strategies of the Growth Stage</p> <p>1) Product quality is maintained and additional features and support services may be added.</p> <p>2) Pricing may remain same as the firm enjoys increasing demand with little competition.</p> <p>3) Distribution channels are added as demand rises and customers accept the product.</p> <p>4) Promotion is aimed at a broader audience.</p>	2
Q.13	<p>Explain the two profitability objectives of pricing</p> <p>Profitability objectives:</p> <p><input type="checkbox"/> Target Rate of Return on Investment or Net Sales</p> <p>This is an important goal of pricing policy of many firms. In this, the price represents cost of production and profit margin. The basic objective is to build a price structure to provide sufficient return on the investment or capital employed.</p> <p><input type="checkbox"/> Profit Maximization</p> <p>In practice, no firm expressively states this as an objective for fear of public criticism. However, in economic theory, profit maximization is an important objective for any business for its survival. In recent times though, the business philosophy has changed. Businessmen have started to think from the perspective of society instead of only focusing on maximizing profits, and have incorporated business with other activities which help fulfil their societal obligations.</p>	2
Q.14	<p>Explain any (4) Off the shelf offers</p> <p>Off-the Shelf Offers: The leading off-the-shelf offers can be:</p> <p><input type="checkbox"/> Free Accommodation - Particularly for hotel industry, the offer now extends to be "two nights for price of one."</p> <p><input type="checkbox"/> Holiday Vouchers - Some companies give cash discount, traveller cheques, duty-free shopping voucher, etc.</p> <p><input type="checkbox"/> Discount coupons: In India firms like include Snapdeal.com, Sodexo, etc provide discount coupons which can be redeemable. Snapdeal.com provides discount vouchers for health and beauty,</p>	2

	entertainment and adventures, mobiles, apparel, lifestyle, electronics and travel categories. <input type="checkbox"/> Two-for One Flights: Especially budget airlines offer this facility. <input type="checkbox"/> Insurance Offers - Mostly the car manufacturers provide free insurance for the first year as part of sales promotion during slack season.			
Q.15	List any (2) advantages and (2) disadvantages of Yellow Page Advertising. Advantages of Yellow Page Advertising 1. Number is many and widely distributed 2. Non-intrusive 3. Advertisements are reasonably inexpensive Limitations of Yellow Page Advertising 1. The Internet has led to less usage of Yellow Pages 2. Pages look cluttered as same category ads appear on the same page 3. Advertisements slow to reflect market changes	2		
Q.16	Write a note on Google+ Google+: Google+, in addition to providing pages and some features of Facebook, is also able to integrate with the Google search engine. Other Google products are also integrated, such as Google Adwords and Google Maps.	2		
	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)			
Q.17	State any three differences between Public Relations and Sponsorship <table border="1"><tr><td>Public Relations is a broad set of guidelines which makes use of advertising, annual reports, brochures, event sponsorships, and undertaking social projects like helping the poor and environment to build or maintain a favorable image with its various publics.</td><td>The position or function of a person or a group who voices for support advises or helps fund another person or an organization or project.</td></tr></table>	Public Relations is a broad set of guidelines which makes use of advertising, annual reports, brochures, event sponsorships, and undertaking social projects like helping the poor and environment to build or maintain a favorable image with its various publics.	The position or function of a person or a group who voices for support advises or helps fund another person or an organization or project.	3
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	<p>Public relations concerns creating mutual understanding between the marketer and its target groups.</p>	<p>To sponsor something is to support financially or in-kind an event, activity, person, or organization financially or through the provision of products or services to reach specified business goals for commercial advantage.</p>		
	<p>Edward Louis Bernays, is considered the founding father of modern public relations</p>	<p>Sponsorship like other marketing activities is more than a century old. It entered the Oxford Dictionary around 1930.</p>		
Q.18	<p>Explain the following factors pertaining to the product:</p> <p>a. Technical Nature</p> <p>b. Goods made to order</p> <p>c. After Sales Service</p> <p><input type="checkbox"/> Technical Nature. Some products are of the nature that prior to their selling, the consumer is required to be given proper instructions with regard to its consumption. In such a case less of the middlemen arc) required to be used.</p> <p><input type="checkbox"/> Goods Made to Order. The products that are manufactured as per the orders of the customers could be sold directly and the standardized items could be sold off only by the middlemen.</p> <p><input type="checkbox"/> After-Sales Service. The products regarding which the after-sales service is to be provided could be sold off either personally or through the authorized agents.</p>			3
Q.19	<p>When do managers follow Competition Based Pricing (State any 3 points)</p> <p>Competition-based pricing methods are generally followed by the managers when:</p> <p>a. They believe that strong competitors are better and able to select appropriate prices, so they “follow the leader.”</p>			3

	<p>b. Retaliatory price changes are likely beyond given range, and price changes by competitors have a substantial effect on company sales.</p> <p>c. Costs, demand and other factors that affect sales and profit are stable enough to make it possible to rely on following general industry pricing trends</p>	
	<p>Answer any 3 out of the given 5 questions in 50– 80 words each</p> <p>(4 x 3 = 12 marks)</p>	
Q.20	<p>State and Explain the role of Labelling(Any 4)</p> <p>Role of Labeling</p> <p>(i) Provides description of the product and specifies its content: The label provides detailed information of the products, its ingredients, usage, care to be administered, caution, batch number, manufacturing place, helpline number in certain cases, date of manufacturing and expiry etc.</p> <p>(ii) Identifies the product or brand: Labeling enables to identify the product amongst the multiple brands. SUNFEAST brand of biscuits can be easily identified from the other brands on the basis of their labeling.</p> <p>(iii) Aids in product grading: If a company manufactures different qualities of product, labeling aids in finding which pack contains what type of quality. The variants of tea manufactured by Hindustan Unilever Ltd are differentiated by the company through green, red and yellow colored labels.</p> <p>(iv) Facilitates in the promotion of products: It also helps in sales promotion. Consumers are to drawn towards buying products on account of their attractive labels.</p> <p>(v) Helps in providing information required as per the law: The labels provides statutory warnings as required by the law in case of products like cigarettes, pan masalas. They are required to carry the picture and the warnings too. In the case of hazardous or poisonous products too necessary statutory warnings are to be put on the label.</p>	4
Q.21	<p>Explain any four factors pertaining to the consumer or the market.</p> <p><input type="checkbox"/> Number of Customers. If the number of customers is large, definitely the services of the middlemen will have to be sought for. As against it, the products whose customers are less in number are distributed by the manufacturer himself.</p> <p><input type="checkbox"/> Expansion of the Consumers. The span over which are the customers of any commodity spread over, also affects the selection of the channel of distribution. When the consumers are spread through a small or limited sphere, the product</p>	4

	<p>is distributed by the producer himself or his agent. As against it, the goods whose distributors are spread throughout the whole country, for such distributors, services of wholeseller and the retailer are sought.</p> <p><input type="checkbox"/> Size of the Order. When bulk supply orders are received from the consumers, the producer himself takes up the responsibility for the supply of these goods. If the orders are received piece-meal or in smaller quantities, for it the services of the wholeseller could be sought. In this way, the size of the order also influences the selection of the channel of the distribution.</p> <p><input type="checkbox"/> Objective of Purchase. If the product is being purchased for the industrial use; its direct sale is proper or justified. As against it, if the products are being purchased for the general consumption, the products reach the consumers after passing innumerable hands.</p> <p><input type="checkbox"/> Need of the Credit Facilities. If, for the sale of any product, it becomes necessary to grant credit to any customer, it shall be helpful for the producer that for its distribution, the services of the wholesaler and retailer businessmen be sought. In this way, the need of the credit facilities too influences the selection of the channel of distribution.</p>	
Q.22	<p>These platforms have their own built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Explain the (4) merits of this platform.</p> <p>Advantage of Social Media Marketing:</p> <ol style="list-style-type: none"> 1. Brand Awareness: There are a number of ways brands can use online marketing to benefit their marketing efforts. The use of online marketing in the digital era not only allows brands to market 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. 2. Feedback: The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them and has become an increased advantage for brands and businesses. It is now common for consumers to post feedback online through <i>social media sources, blogs and websites</i> feedback on their experience with a product or brand. 3. Competitive advantage: By using Internet platforms, businesses can create competitive advantage through various means. To reach the maximum potential of online marketing, firms use social media as its main tool to create a channel of information. Through this a business can create a system in which they are able to pinpoint 	4

	<p>behavioral patterns of clients and feedback on their needs.</p> <p>4. Impact: Word of mouth communications and peer-to-peer dialogue often have a greater effect on customers, since they are not sent directly from the company and are therefore not planned. Customers are more likely to trust other customers' experiences. It is increasingly advantageous for companies to utilise social media platforms to connect with their customers and create these dialogues and discussions.</p>	
Q.23	<p>A firm cannot alter or change these factors or forces for its advantage while fixing the price of its product. Explain any (4) factors which are beyond control of the firm.</p> <p>1. Demand: The market demand for a product has a direct impact on its pricing. Since demand is affected by prospective buyers, their incomes, tastes and preferences etc., they should be taken into account while making decision of pricing. For an instance if the demand for a product is inelastic, as in case of necessity goods, a high price may be fixed. But if the demand for a product is elastic, i.e., changeable in response to change in price, the firm should not fix higher prices; rather fix lower prices to grab major market share.</p> <p>2. Buyers' behaviour: Buyers' behavior also affects the pricing decisions. If they are habitual of the product the price may be fixed high. Similar pricing decisions are taken by the firm, if buyers have a particular perception of the product being a symbol of prestige/ status, or utility, e.g. luxury cars.</p> <p>3. Competition: Market-competition plays a crucial role in pricing. In a highly-competitive market, a seller's objective is to give maximum utility at minimum-possible price. Each firm tries to outsell others offering lesser price and better-quality products in the market. Therefore, prevailing information about what price the competitors are charging for similar products and what possibilities exist for increasing/decreasing price also affect pricing.</p> <p>4. Raw Material or Input suppliers: Pricing decisions take into consideration three parties the supplier of raw material, the manufacturer, and the final consumer. If the supplier charges a high price for inputs, the manufacturer shifts this burden to the consumer by charging a higher price for the final product. On the other hand, if a manufacturer is making large profit on a particular product, suppliers will also try to cash in on these profits by charging a higher price for the raw material. When this happens, the manufacturer would only want to absorb the additional cost and not increase the prices further.</p> <p>5. Prevalent Economic Conditions: During a boom-period in the economy, when market conditions are favourable due to „bullish</p>	4

	<p>attitude” or inflationary trend, firms can afford to fix higher prices of their products. On the other hand, during slump-period when market conditions are un-favourable due to „bearish attitude”, firms have to lower the prices of products to keep the business going and to clear off their old stocks.</p> <p>6. Government Regulations: If Government policies exert regulatory pressures, promote anti-price rise sentiment etc, then the companies cannot fix a higher price to capture the market. On the other hand, if government policies are supportive and promote businesses through healthy competition in the market, then firms can fix higher prices.</p>	
Q.24	<p>a. What are Premium Promotions?</p> <p>b. Explain the three types of Prize Promotions.</p> <p>a. In this kind of sales promotion, the benefit comes with an item of merchandise. It may be On-packet Offers, with Purchase Premiums, Free Mail-Ins, Partner Promotions and Tailor-Made offers.</p> <p>b. Prize Promotions: Prize Promotions include free prize draws, sweepstakes, and competitions.</p> <p><input type="checkbox"/> Free Prize Draws (and lotteries): It involves putting the names of all the entrants in a computer and deciding winners by chance.</p> <p><input type="checkbox"/> Sweepstakes/Games: “A sweepstake is a contest where the distribution of prizes is dependent on random distribution of predetermined winning tickets.” The participants exercise no control.</p> <p><input type="checkbox"/> Competitions: A competition is a contest where the winner is determined on the basis of exercise of skill.</p>	4