



INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE
ASSESSMENT 1 -XII 2025-26
MARKETING ANSWER KEY (812)

Date: /09/2025

Time: 3 hours

Marks: 60

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1.	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	Marks
i.	It is an informed agreement about something or someone. Identify the stage of active listening mentioned above. a. Receiving b. Understanding c. Remembering d. Evaluating	1
ii.	There are _____ basic parts of speech. a. Four b. Six c. Five d. Three	1
iii.	Which of the following is not a green job? a. Energy Consultant b. Urban Cutter c. Clean Car Engineer d. Natural Scientist	1
iv.	The Ministry of Urban Development, Government of India, has classified solid waste in _____ categories based on the source of origin and type of waste. a. 13 b. 12 c. 14 d. 11	1
v.	Thomas has a feeling of extreme social inhibition, and inadequacy. What type of personality disorder is this? a. Dependent b. Avoidant c. Obsessive d. Borderline	1

vi.	_____ demonstrates a desire of an individual to do his/her work without any external reward. a. Physiological Motivation b. Internal Motivation c. Psychological Motivation d. External Motivation	1
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Q. 2.	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	Marks
i.	It possesses a secondary usefulness after its contents have been consumed. For e.g., Drinking glasses, boxes of jewellery or cigarettes, plastic containers, refrigerator dishes, bags from flour and feed sacks. Identify the type of packaging. a. Consumer package b. Dual package c. Industrial package d. Bulk package	1
ii.	Under which of the following pricing policies, a very low price is set to attract as many buyers as possible? a. Competitive Pricing b. Discriminatory Pricing c. Penetration Pricing d. Follow the leader Pricing	1
iii.	A soap manufacturer like Lux sells its products in bulk to wholesalers. These wholesalers then supply smaller quantities to different retailers, such as local grocery shops, supermarkets, and chemists. The retailers finally sell the soaps to the consumers in their local areas. Identify the level of channel of distribution adopted by Lux. a. One level channel b. Two level channel c. Three level channel d. Zero level channel	1
iv.	Give an example of Prize Promotion Ans: sweepstake/games	1
v.	A toothpaste company launches a new variant by giving special discounts and free samples to wholesalers and retailers. Sales representatives personally visit these intermediaries to persuade them to stock and promote the toothpaste. The retailers then encourage consumers to try the new product through in-store recommendations and offers. Identify the strategy mentioned above. a. Push strategy b. Pull strategy c. Marketing strategy d. Flexible strategy	1

vi.	An online clothing brand sends personalized emails to its registered customers with their names, showcasing products based on their past purchases and offering a special discount code. The email includes a direct link to the website, encouraging the customer to place an immediate order. The above is an example of _____ a. Direct marketing b. Public relations c. Publicity d. Sponsorship	1
vii.	_____uses mediums like print, billboard, television and radio advertisements a. Social media marketing b. Online marketing c. Direct marketing d. Traditional marketing	1

Q. 3.	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	Marks
i.	The quality control of a product would be meaningless if the package designed to carry the product from the factory to the ultimate consumer is not adequate. Identify the level of packaging in the above statement. a. Primary packaging b. Secondary packaging c. Transportation packaging d. Tertiary packaging	1
ii.	It is that marketing policy under which the manufacturer of an article places restriction on the price at which it shall be sold by one intermediary to another intermediary and ultimately to the consumers. a. Follow the Leader Policy b. Resale Price Maintenance Policy c. Non-Competitive Price Policy d. Marginal Cost Price Policy	1
iii.	The products of a lower price have a _____ of distributors. As against it, the products having higher price have a _____. a. long chain, smaller chain b. smaller chain, long chain c. agent, trader d. zero level, one level	1

iv.	Dhanush a Pepsi distributor purchases large quantities of only PepsiCo products directly from the company. Dhanush also takes title to the products and stores them in his warehouse until they are sold to shops and supermarkets. Dhanush is a _____ in the above case. a. Agent b. Distributor c. Wholesaler d. Retailer	1
v.	Which of the following statements is correct? a. Advertising and Publicity are the same b. Advertising and Personal selling are the same c. Personal selling and Salesmanship are synonymous d. Advertising is included under Sales Promotion	1
vi.	Offering a saving (Rs 10) or a price slashed through and a lower price given. This is an example of _____ a. Cash rebates b. Reduced price offers c. Cash share out d. Extra fill	1
vii.	Which type of sales promotion technique will most of the car manufacturers use during slack season Ans: Prize Promotion/ Price Offer	1

Q. 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	Customers have low awareness and those who are willing to try the product do so in small quantities called trial purchase. The statement given above describes _____ stage of the Product Life Cycle. a. Introduction b. Growth c. Maturity d. Decline	1
ii.	One of the following is not an advantage of Demand based pricing a. It penalizes inefficiency, optimizes product mix and facilitates new product pricing. b. It also helps to prevent the difficulty of joint cost allocation. c. It increases firm's ability to optimize prices using diagrams that predict ideal prices. d. It does not ensure competitive harmony.	1
iii.	Suggest a suitable channel of distribution for a manufacturer selling customized goods. Ans: Direct channel/ Zero level	1

iv.	Buying and selling, grading, storage, financing and packaging are all the functions of _____ a. Retailer b. Distributor c. Agent d. Wholesaler	1
v.	It is not one of the sales promotion techniques: a. Exhibition b. Distribution of the free samples c. Prize contest d. Advertising	1
vi.	Rahul always shops for clothes at Trendy Wear because he loves their stylish designs and reasonable prices. Whenever his friends ask him about good places to shop, he enthusiastically recommends Trendy Wear, sharing how satisfied he feels with their quality and service. His constant praise convinces many of his friends to also try shopping there. Which element of promotion mix can be identified from the above given scenario? a. Word of Mouth b. Advertising c. Public relations d. Social media marketing	1

Q. 5.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	They are goods that a customer purchases frequently, with minimum effort and time to make a buying decision. a. Convenience goods b. Shopping goods c. Speciality goods d. Industrial goods	1
ii.	One of the following is not true about shopping goods. a. They are durable in nature. b. They have high unit price and profit margin. c. The customer spends adequate time and compares products before making the final purchase. d. In certain cases, the companies may lease out the products rather than purchasing them due to high costs	1
iii.	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. a. 25000 units b. 18000 units c. 14000 units d. 10000 units	1

iv.	This one of the following is not an objective of pricing: To achieve target rate of return on invested capital a. To achieve target rate of return on invested capital b. To face competition c. To reduce the cost of raising capital d. To maintain or improve share of the market	1
v.	_____ in marketing mix refers to the channel, or the route, through which goods move from the source or factory to the final user. a. Place b. Product c. Price d. Promotion	1
vi.	Coca-Cola provides financial support and supplies its beverages at FIFA. In return, they gain commercial advantage through global brand visibility, advertising rights, and direct association with one of the world's most popular sporting events. The element of promotion adopted by Coca Cola is _____ a. Word of mouth b. Sponsorship c. Direct marketing d. Personal selling	1

Q. 6.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	Godrej Company used to manufacture cupboards, locks, safes, refrigerators etc. on a large scale but has now entered into cosmetics, soaps category. Identify the product decision in the above example. a. Product positioning b. Product line c. Product diversification d. Product modification	1
ii.	_____ is the focal point, and all the marketing activities revolve around it. a. Price b. Product c. Place d. Promotion	1

iii.	In the vegetable market, all sellers of tomatoes charge almost the same price, say ₹40 per kg, because the product is homogeneous and customers are well aware of the prevailing market rate. A seller cannot charge ₹50 per kg, as buyers will immediately shift to other vendors. Instead, he has to accept the market-driven price and adjust his costs, maybe by reducing the weight slightly or managing expenses. This way, he avoids harmful price wars, but at the same time, his profit margin remains low since the price is fixed by market conditions and not by him. Which type of pricing has been adopted by the sellers? - Cost oriented pricing - Value based pricing - Demand based pricing Competition oriented pricing	1
iv.	The prices of one or a few items may be cut temporarily to attract customers. Such products are called_____. loss leaders - everyday low pricing - follow the leader pricing - discriminatory	1
v.	He sells goods in the name of and on the risk of some other trader. Agent - Auctioneer - Retailer - Manufacturer	1
vi.	Which one of the following advertising media has all these characteristics? Wide circulation, Short life, Moderate cost, Limited to literates - Magazines - TV - Radio Newspapers	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.	Marks
Q.7.	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 any four points MS: ½ mk for each point Ans:	2

Q.8.	Sarah was sitting in a meeting, thinking about an important deadline she had later that day. While her colleague was explaining the new project details, Sarah nodded occasionally but was mostly focused on her laptop preparing documents before the deadline. When her colleague asked her a question about the project, Sarah realized she hadn't been paying full attention. Identify the factor which affected Sarah's active listening. Provide a suggestion to overcome the barrier. MS: 1 mk – identify, 1 mk – suggestion Being pre-occupied Do not let emotions take over your mind. Keep away phones and digital devices	2
Q.9.	Mention the steps to overcome personality disorders.	2
Q.10	What is meant by Goal Setting? Explain it with an example. Ans: Goal setting helps us to understand what we want, how to achieve it and how do we measure our success. Writing a goal requires that we should understand its purpose and objective. For e.g., A student may set a goal of scoring high marks in an exam.	2
Q.11.	In manufacturing plants and factories, managers try to find various ways to reduce the amount of waste produced at every step of the process. Mention any two methods in which waste can be reduced. MS: ½ mark title and ½ mark explanation Ans: (students can write any 2 points) • Reusing scrap material • Ensuring quality control • Waste exchange • Managing e-waste • Use of eco friendly material	2

	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	Marks
Q.12.	A good label is one which helps a potential buyer to help him make decisions with relevant and correct information. In the light of the above statement, explain the role of labelling. MS: ½ mark title point ½ mark explanation Ans: (Students can write any 2 points) • Provides description of the product and specifies its content • Identifies the product or brand • Aids in product grading • Facilitates in the promotion of products • Helps in providing information required as per the law	2

Q.13.	List any two conditions favoring ‘Skimming Pricing Policy’ MS: 1 mark each Ans: (Students can write any 2 points) Skimming Pricing Policy is very effective under the following conditions: 1. Where the demand is relatively inelastic, as the customers know little about the product and few competitors. 2. Where the market can be broken down into segments with different price elasticity of demand. 3. Where little is known about price elasticity of the product. 4. Where there is minimum risk and one can move up in the prices. 5 Where the firm is making an effort to up market its product so as to improve further on quality, service and expenditure on marketing costs and so capitalizes on its efforts.	2
Q.14.	Channels of distribution help in smooth flow of goods by creating possession, place and time utilities. Keeping in view the above statement, elaborate any two functions performed by the middlemen in distribution channels. MS: ½ mk title point and ½ mk explanation Ans: (students may write any two points) Facilitating function Logistical function Transactional function	2
Q.15.	Explain any two functions performed by the retailer for the consumers. MS: ½ mark title and ½ mark explanation Ans: (students may write any two points) • Customer education • Financing • Spokesperson of customers	2
Q.16.	 Observe the given picture carefully and answer the questions given below: - Identify the mode of advertising. - Write any one benefit of the mode identified in (a)	

	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	Marks
Q.17.	List any two grounds on the basis of which price discrimination occurs. Illustrate each with the help of an example MS: ½ mark title, ½ mark explanation, ½ mark example	3
Q.18.	Sandra rushed to the art supply store to buy a set of paint tubes for her son's school project. She grabbed a set of paint tubes and headed to the checkout. 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 the car seat was splattered with paint. Identify the important product related decision that was ignored by the company.	3

	b. Explain any two functions of the product related decision identified in (a) MS: 1 mark identify, ½ mark title point ½ mark explanation Ans: Packaging Functions: (Students can write any 2) 1. Protection 2. Appeal 3. Performance 4. Packaging for convenience 5. Cost effectiveness					
Q.19.	Identify and give any two points of difference between an intermediary who purchases in bulk quantities from the producer and an intermediary who is in direct contact with the consumer. MS: 1 mark for identify and 1 mark each for differentiation. Ans: <table><tr><th>Wholesaler</th><th>Retailer</th></tr><tr><td> 1. Deals in large quantities and on a large scale 2. Handles a small number of items and varieties 3. First outlet in the chain of distribution 4. Sells to retailers and industrial users 5. Receives goods from manufacturers/producers 6. Location of a wholesaler's shop is not very important 7. Window display is not very important 8. Sells at a very low margin of profit as turnover is very fast 9. Do not provide after-sale service </td><td> 1. Deals in small quantities and small scale 2. Handles a large number of items and varieties 3. Second outlet in the chain of distribution 4. Sells to consumers 5. Receives goods from wholesalers sometimes from the manufacturers 6. Location of retailers's shop near residential areas is very important 7. Window display is a must to attract customers 8. Sells at a higher margin of profit as he has to spend on window display and pay higher rent for accommodation in a central place 9. Provide after-sale service </td></tr></table>	Wholesaler	Retailer	1. Deals in large quantities and on a large scale 2. Handles a small number of items and varieties 3. First outlet in the chain of distribution 4. Sells to retailers and industrial users 5. Receives goods from manufacturers/producers 6. Location of a wholesaler's shop is not very important 7. Window display is not very important 8. Sells at a very low margin of profit as turnover is very fast 9. Do not provide after-sale service	1. Deals in small quantities and small scale 2. Handles a large number of items and varieties 3. Second outlet in the chain of distribution 4. Sells to consumers 5. Receives goods from wholesalers sometimes from the manufacturers 6. Location of retailers's shop near residential areas is very important 7. Window display is a must to attract customers 8. Sells at a higher margin of profit as he has to spend on window display and pay higher rent for accommodation in a central place 9. Provide after-sale service	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.	An ice cream brand like <i>Amul</i> launches new flavors such as Oreo and Mango Delight. Since more people are buying them, the company makes ice creams in large quantities, which reduces the cost per unit. Other brands like <i>Kwality Walls</i> and <i>Häagen-Dazs</i> also enter the market, giving customers more choices of flavors, prices, and packaging. The market grows as not just children, but also adults and families buy these new ice creams. <i>Amul</i> creates a strong position by promoting its unique flavors. Because of higher sales and lower costs, the company earns more profit. At the same time, it spends money on advertising, developing new flavors, and increasing distribution in more shops to attract even more customers. From the above case: a. Identify the stage at which Amul is present in the product life cycle. b. Mention any three features of the stage identified in (a). MS: 1 mark identify and 1 mark each features	4

	Ans: Growth stage Features: (students may write any 3 points) Reduced costs because of economies of scale. Increase in competition with the customer having greater choices in form of different types of products, packaging and prices. Market expansion with new customers being added. Dominant position created by focusing on increasing selective demand Increase in profits. Costs incurred on identifying new uses, developing the product, promotion, and distribution.	
Q.21.	Explain any four external factors affecting price determination. MS: ½ mark title and ½ mark explanation Ans: (students may write any 3 points) • Demand • Buyers' behaviour • Competition • Raw Material or Input suppliers • Prevalent Economic Conditions • Government Regulations	4
Q.22.	Edu Tech Instruments is a company that manufactures sophisticated, durable scientific lab equipment designed specifically for university-level physics and chemistry departments. Considering their target market is exclusively higher education institutions, what factors should Edu Tech take into consideration while selecting the channel of distribution suitable for their business? Ans: (students can write any 4 points) MS: ½ mark title and ½ mark explanation Factors pertaining to Consumer or Market • No. of customers • Expansion of customers • Size of the order • Objective of purchase • Need of credit facilities	4
Q.23.	Differentiate between Advertising and Personal Selling MS: 1 mark each for differentiation Ans: (students may write any 4 points)	4

Q.24.	In different phases of a product life cycle different tools of promotion mix become more effective. In the light of the given statement, explain how the stages of product life cycle can affect the selection of promotion mix. Ans: MS: each stage 1 mark (1 x 4 = 4) • In the introductory stage to create awareness among the customers including business customers and distributors advertising has to be undertaken in a big way. Free samples may be distributed to consumers and trade promotion may be undertaken to motivate distributors to stock the goods. • In the growth stage, the consumers have already heard of the product. Promotion has to be directed at specifying product benefits. Advertising increases whereas sales promotion declines. • During the maturity stage, the emphasis will be on switching of customers from competitors and hence more of sales promotion is used. • In the decline stage the firm will be more interested in harvesting revenue as much as possible. There will be great decrease in expenditure on promotion	4