



INDIAN SCHOOL AL WADI AL KABIR

First Rehearsal Examination 2022-23

MARKETING (812)

Date: 29/11/2022

Time Allowed: 3 hours

Class: XII

Maximum Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of 24 questions in two sections – Section A and 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)
i	<p>“Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence.”</p> <p>A. Neil Patel B. Helen Keller C. Philip Kotler D. Seth Godin</p>	1
ii	<p>Ashely is an elderly woman. She stays with her family. She has a habit of washing her hands at least 20 times a day. Even after washing her hands, she feels they are not clean, and continues rubbing or washing them. She neither talks to her grandchildren, nor does she participate in any family activity. Identify the Cluster Ashley belongs to _____</p> <p>A. Cluster C : Anxious B. Cluster B : Emotional and impulsive C. Cluster A : Suspicious D. Cluster D : Repetitive Disorder</p>	1
iii	<p>Once a shape is inserted in a slide, you can use the _____ tab to make changes to the shape, such as colour, size, position, direction, etc.</p> <p>A. Layout B. Properties C. Insert D. View</p>	1
iv	<p>Electronic spreadsheets have many options to make your content look neat and easy to read. This is called _____</p> <p>A. Editing B. Template formation C. Formulating D. Formatting</p>	1

v	<p>These Entrepreneurs use their technical expertise to create and offer machines, tools, and methods. They constantly innovate to make industrial processes seamless and efficient. _____</p> <p>A. Technical entrepreneurs B. Non-Technical entrepreneurs C. IT entrepreneurs D. Non- IT entrepreneurs</p>	1
vi	<p>The Ministry of Urban Development, Government of India, has classified solid waste in _____ categories based on the source of origin and type of waste.</p> <p>A.13 B.12 C.14 D.11</p>	1

Q. 2	Answer any 5 out of the given 7 questions	(1 x 5 = 5)
i	<p>They can be categorized into installations like lifts, mainframe computers etc and equipment's like fax machines, EPBX machines. Installations are major purchase for the organization. Equipment's include hand tools and office equipment's like personal computers, laptops.</p> <p>A. Supplies and Business Services B. Manufactured materials and Parts C. Capital Items D. Industrial Products</p>	1
ii	<p>Middlemen also introduce their own brands, which makes the competition even tougher further lowering profits in industry. Identify the stage</p> <p>A. Maturity Stage B. Decline Stage C. Introduction Stage D. Growth Stage</p>	1

iii	<p>Packaging as a function has two separate dimensions - the physical aspects related to the science and technology and the _____ aspect related to the art of product design associated with buyer behavior.</p> <p>A. value B. design C. physiological D. behavioral</p>	1
iv	<p>The basic functions of a pack are to attract the potential customer's attention, protect the product that is packed and reveal its identity. It is an essential tool for two categories of people – first, end-users of a product: and second, _____.</p> <p>A. retailers B. wholesalers C. manufacturers D. consumers</p>	1
v	<p>While analyzing packaging costs, what are the other costs to be added?</p>	1
vi	<p>Strip package and Multiple package are subdivisions of</p> <p>A. A dual use package B. A Bulk Package C. An Industrial Package D. A consumer Package</p>	1
vii	<p>All the prepackaged foods sold in the country are required to comply with the Food and Safety Standards (Packaging and Labeling) Regulations _____ issued by the Food Safety and Standards Authority of India functioning under the Ministry of Health and Family Welfare.</p> <p>A. 2012 B. 2011 C. 2013 D. 2014</p>	1

Q. 3	Answer any 6 out of the given 7 questions	(1 x 6 = 6)
i	Define “Right Price”?	1
ii	<p>In an oligopoly, there are only a few sellers which follow one big seller who acts as the price leader and try to stabilize their prices simultaneously. No firm is willing to engage in price wars. They may even forego maximizing profits in times of prosperity or short supply. Identify the concept explained above.</p> <p>A. Price War Strategy B. Price Stabilization C. Market Leader D. Profit Minimization</p>	1
iii	<p>In Case of necessity goods, the demand for a product is _____</p> <p>A. Inelastic, a high price may be fixed. B. Elastic, a low price may be fixed. C. Inelastic, a low price may be fixed. D. Elastic, high price may be fixed.</p>	1
iv	Define Bullish attitude and Bearish attitude.	1
v	<p>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. The cost of the product will have a slight variation, but the price could have huge variation in such situations. Identify the concept explained.</p> <p>A. Product Differentiation B. Product Variation C. Product Version D. Product Diversification</p>	1

vi	<p>Identify the pricing policy, which is very effective under the following conditions</p> <p>I. Where little is known about price elasticity of the product.</p> <p>ii. Where the market can be broken down into segments with different price elasticity of demand.</p> <p>iii. 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.</p> <p>A. Penetration pricing policy</p> <p>B. Skimming pricing policy</p> <p>C. Demand oriented pricing policy</p> <p>D. Cost-plus pricing policy</p>	1
vii	<p>This is an easy method as there is no need to estimate the price elasticity, demand, or various product costs. Name the method.</p>	1

Q.4	Answer any 5 out of the given 6 questions	(1 x 5 = 5)
i	<p>Buying, selling and risk bearing functions comes under _____</p> <p>A. Wholesale-Retail Functions</p> <p>B. Facilitating Functions</p> <p>C. Logistical Functions</p> <p>D. Transactional Functions</p>	1
ii	<p>The process of keeping the goods, purchased from different places, at a particular place is called as _____</p> <p>A. warehousing</p> <p>B. storing</p> <p>C. assembling</p> <p>D. Logistics</p>	1

iii	What are the facilitating functions of the channel include?	1
iv	Negotiation in terms of quality of product, guarantee, after sale services and finally price takes place after the transfer of ownership is done. A. True B. False	1
v	What are mom and pop shops?	1
vi	List the (8) basis on which marketing and selling can be differentiated upon.	1

Q.5	Answer any 5 out of the given 6 questions	(1 x 5 = 5)
i	“Any activity which aids value to a product or service for a limited time period by offering an incentive to purchase” is called as _____ A. Promotion B. Sales Promotion C. Word of Mouth D. Persuasion	1
ii	_____ may lead to price wars which have a destructive effect on firm’s profitability. A. Gaining Intermediary Support B. Discriminating among users C. Deflecting attention from price D. Supply-Demand	1
iii	Payment, non-personal, Identifiable source, and Ideas, products and services are elements of _____ A. Advertising B. Direct Selling C. Personal Selling D. Word of communication	1

iv	Flexibility of immediate insertion is an advantage of A. Magazine Advertising B. Yellow Page Advertising C. Tele Marketing D. Newspaper Advertising	1
v	What are Cash Rebates?	1
vi	What is Cash Share-Out?	1

Q.6	Answer any 5 out of the given 6 questions	(1 x 5 = 5)
i	A bottle of Coke is not a service, but it can be served to you. A ride in Delhi Metro is a service, but not the metro itself. A service can be rightly called, a deed, a performance, _____.	1
ii	Abbreviate PPP _____	1
iii	Today, anyone with an online business along with offline businesses can participate in online marketing by creating a website and building customer acquisition campaigns at little to no cost. Those marketing products and services also have the ability to experiment with optimization to fine tune their campaigns 'efficiency and _____.	1
iv	_____ is, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others. A. Twitter B. Instagram C. LinkedIn D. Facebook	1
v	What is a Foursquare?	1

vi	<p>CMS Stands for</p> <p>A. Copyrights Managing Securities</p> <p>B. Copyright Management System</p> <p>C. Content Managing System</p> <p>D. Content Management System</p>	1
----	--	---

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2*3 = 6 marks)

Answer each question in 20-30 words.

Q7	Abbreviate SMART and explain.	2
Q8	Suicidal threats and acts of self-harm are common in people with such a personality disorder. Identify the personality disorder and explain.	2
Q9	Define a. An Active Cell b. A Cell Range	2
Q10	What is Entrepreneurship development?	2
Q11	What is Time Management and what does it include?	2

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

Q12	What is Package? What are the three essential roles of a package?	2
Q13	As an element of the marketing-mix, a firm's pricing strategy should be directed towards the achievement of specific marketing-objectives which would lead to the accomplishment of overall organisational objectives. Explain the Public Relations Objectives.	2

Q14	Promotion element of marketing mix performs many important functions, explain any four (4).	2
Q15	What is e-Commerce?	2
Q16	How does branding help in creating product differentiation? Does it help in marketing of goods and services? Explain.	2

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

Q17	<p>The marketer has to take into consideration the benefits the product can offer and present it to the customer. Further he takes it to higher levels by introducing several inputs into the basic product with inputs like advanced features, functions, unique brand name, attractive, convenient packaging, affordable price points, convenient access, meaningful communication and exclusive service from sales people. The product is enriched constantly by the marketer so as to create value, add more customer base and counter competition.</p> <p>Explain the below levels of approach of a product.</p> <ol style="list-style-type: none"> The Augmented product The Differentiated product The Potential product 	3
Q18	Retail stores or retailers have strategic importance as a channel of distribution. They perform many essential functions. Explain	3
Q19	<ol style="list-style-type: none"> What is Out-of-Home Advertising? List the Merits of Out-of-Home Advertising List the Demerits of Out-of-Home Advertising 	3

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

Q20	Draw a flow chart of detailed classification of goods and services.	4
-----	---	---

Q21	<p>It implies that a firm sells the same product / service at two or more prices that do not reflect a proportional difference in costs.</p> <p>a. Identify the pricing method.</p> <p>b. Explain any (3) different forms of the above identified pricing method.</p>	4
Q22	<p>Every producer, in order to pass on the product to the consumer, is required to select a channel for distribution. The selection of the suitable channel of distribution is one of the important factors of the distribution decisions. Explain the factors pertaining to the middlemen.</p>	4
Q23	<p>It offers short term pursuits. This aims to increase the sales and dispose of stocks in a short span of time. It involves use in markets where a larger number of customers exists and the product is of low value comparatively.</p> <p>a. Identify the concept explained above</p> <p>b. Explain the objectives of the above identified concept.</p>	4
Q24	<p>It is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organisations and individuals.</p> <p>a. Identify the concept explained above.</p> <p>b. Explain any three (3) advantages of the above identified concept.</p>	4