



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

FIRST REHEARSAL EXAMINATION -2023-24

DATE:30 /11/2023

MARKETING (812)

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

Q. 1.	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	Marks
i.	An active listener <u>does</u> the following: a. Interrupts whenever he/she does not understand something b. Uses his/her cellphone while someone is talking c. Maintains eye contact with the speaker d. Keeps moving around while the speaker is talking	1
ii.	People, who have difficulty in meeting others and worry too much about things, show signs of _____ a. Openness b. Extraversion c. Neuroticism d. Agreeableness	1
iii.	Ms Sharma wants to explain water cycle to her students. She wants to include images, animations and videos in her lesson. She wants to make an impact on her students. Which software will you recommend her to use?	1

iv.	<p>Shanaya wants to start a sweet shop. After speaking to some people in her area, she finds out that nobody sells healthy sweets. She decides to make non-fried sweets.</p> <p>Identify the type of attitude that Shanaya is showing.</p> <p>a. Perseverance b. Inter personal skills c. Decisiveness d. Taking initiative</p>	1
v.	<p>They manage terrace top gardens to grow fruits and vegetables in urban cities.</p> <p>a. Recyclers b. Urban growers c. Green builders d. Environmental engineers</p>	1
vi.	<p>People with this type of personality disorder believe that they can influence other people or events with their thoughts. They often misinterpret behaviours. This causes them to have inappropriate emotional responses. They may consistently avoid having intimate relationships.</p> <p>Identify the personality disorder.</p> <p>a. Paranoid personality disorder b. Schizoid personality disorder c. Schizotypal personality disorder d. Avoidant</p>	1

Q. 2.	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	Marks
i.	<p>This is the basic level that represents the heart of the product with a focus on the purpose for which the product is intended</p> <p>a. Generic product b. Customized product c. Core benefit (product) d. Augmented product</p>	1
ii.	<p>_____ is the use of social media platforms and websites to promote a product or service</p> <p>a. Social media marketing b. Online marketing c. Traditional marketing d. Digital marketing</p>	1
iii.	<p>Tesla has positioned itself as a premium electric vehicle (EV) brand. Its electric cars are priced higher than many other EVs on the market, even though the underlying technology is similar in some aspects.</p>	1

	<p>It has developed a strong following of consumers who view owning a Tesla as a symbol of environmental consciousness, technological innovation, and social status.</p> <p>Which of the following external factor of pricing is highlighted in the case given above?</p> <ul style="list-style-type: none"> a. Competition b. Demand c. Buyer's behaviour d. Government regulations 	
iv.	<p>Viado, a smartphone manufacturer has a product line that includes several different models. One of those models is no longer selling well since it has outdated features, and cannot be improved or modified to meet the evolving market demands. The company has decided to stop production of that specific model from their lineup.</p> <p>Identify the product related decision taken by Viado.</p> <ul style="list-style-type: none"> a. Product standardization b. Product positioning c. Product elimination d. Product modification 	1
v.	<p>Which social media platform started as an alternative to SMS?</p>	1
vi.	<p>Dove creates video advertisements and shares them with their audience on Facebook, Twitter, and other social networks to promote favorable conversation about their brand and products.</p> <p>The above is an example of _____</p> <ul style="list-style-type: none"> a. Direct marketing b. Online marketing c. Traditional marketing d. Email marketing 	1
vii.	<p>The fourth category of participants in the distribution system are the final destination for goods in the distribution system.</p> <p>Identify the participant in the distribution system.</p> <ul style="list-style-type: none"> a. Facilitating agencies b. Consumers c. Manufacturers d. Intermediaries 	1

Q. 3.	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	Marks
i.	<p>In rural markets where brands are mostly recognized by their picture in the _____</p> <ul style="list-style-type: none"> a. Brand name b. Logo c. Package d. Associated features 	1

ii.	<p>Sam owned a beloved bakery renowned for its delectable cakes. Facing a challenge of keeping his cakes fresh, he decided to skip the traditional distribution channels and adopted a direct one-level approach. Now, customers flocked to his bakery for the freshest cakes, and the bakery became a thriving hub of warmth and community, all thanks to Sam's innovative choice.</p> <p>From the above case which factor affected the selection of channel of distribution.</p> <ul style="list-style-type: none"> a. Factors pertaining to the middlemen b. Factors pertaining to the consumers or market c. Factors pertaining to the product d. Factors pertaining to the producer or company 	1
iii.	<p>The customer is invited to collect tokens from a number of packs and send them to receive cash voucher.</p> <p>Identify the type of price promotion given in the above statement.</p> <ul style="list-style-type: none"> a. Extra fill packs b. Free offers c. Cash share out d. Cash rebates 	1
iv.	<p>A renowned fashion designer creates a limited-edition clothing line known for its unique designs, high-quality materials, and exclusivity. Customers feel these clothes as exceptionally valuable and are willing to pay premium prices for them.</p> <p>This is an example of which type of pricing?</p> <ul style="list-style-type: none"> a. Demand based pricing b. Cost-oriented pricing c. Competition oriented pricing d. Value based pricing 	1
v.	<p>On what basis are services identified on a goods-service continuum, tangible dominant to intangible dominant?</p> <ul style="list-style-type: none"> a. On the basis of customer b. On the basis of level of tangibility c. On the basis of Service operations to volume of customers d. On the basis of customisation/empowerment 	1
vi.	<p>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.</p> <p>The service provided by the employee fulfills _____ criteria of quality service</p> <ul style="list-style-type: none"> a. Tangibles b. Competence 	1

	c. Responsiveness d. Service delivery	
vii.	Give one example of off the shelf offers	1

Q. 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	<p>In this the manufacturer or producer supplies the product to the customer through its own retail outlets and salesmen present there.</p> <p>Identify the level of channel of distribution adopted.</p> <p>a. Zero level b. One level c. Two level d. Three level</p>	1
ii.	<p>Skimming Pricing Policy is not effective under this condition:</p> <p>a. Where the market can be broken down into segments with different price elasticity of demand. b. Where little is known about price elasticity of the product. c. Where there is minimum risk and one can move up in the prices d. When substitute product is available in the market</p>	1
iii.	Give the full form of CMS	1
iv.	<p>Friend 1: Hey there! Have you considered getting the COVID vaccine?</p> <p>Friend 2: I'm not so sure about it. I've been hearing different things.</p> <p>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.</p> <p>Friend 2: Yeah, I've seen some of those campaigns, but I'm still worried about the side effects.</p> <p>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.</p> <p>Friend 2: Thank you. I will check the government website for some more information and then make a decision.</p> <p>Friend 1: That's great!</p> <p>Identify and explain the category of consumer goods to which the Covid vaccine belongs.</p>	1
v.	<p>Opinion leaders are very essential for _____ element of promotion mix.</p> <p>a. Direct marketing b. Advertising</p>	1

	<ul style="list-style-type: none"> c. Publicity d. Word of mouth 	
vi.	<p>In a production unit, the fixed expenses are Rs. 50,000, the variable cost per unit is Rs. 8, and the selling price per unit is Rs. 15. Calculate the Break-Even Point quantity for this production unit.</p> <ul style="list-style-type: none"> a. 7143 units b. 7000 units c. 7890 units d. 7141 units 	1

Q. 5.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	<p>Every producer seeks to link together the set of marketing intermediaries that best fulfil the firm's objective. This set of marketing intermediaries is called _____</p> <ul style="list-style-type: none"> a. Direct channel b. Indirect channel c. Marketing channel d. Distribution 	1
ii.	<p>A firm launching a new product may go for _____</p> <ul style="list-style-type: none"> a. Personal selling b. Publicity c. Advertising d. Sales promotion 	1
iii.	<p>Anybody acting as an intermediary between the manufacturer and consumer is known as _____</p> <ul style="list-style-type: none"> a. Agent b. Wholesaler c. Retailer d. Middlemen 	1
iv.	<p>All of the following are true about Growth stage except:</p> <ul style="list-style-type: none"> a. Increase in profits b. Dominant position created by focusing on increasing selective demand c. The industrial profits decrease during this period d. Market expansion with new customers being added 	1
v.	<p>A company is launching a new robotic vacuum cleaner designed to make household cleaning more convenient and efficient. For this purpose the company selects a team of employees and assigns them the task of promoting the new robotic vacuum cleaner directly to potential customers.</p> <p>The team of employees visit households in their target market, offering live demonstrations of the product. They engage with homeowners, explaining the features and benefits of the robotic vacuum cleaner.</p> <p>During the demonstrations, they address questions and concerns, and they emphasize the product's cost-effectiveness, time-saving advantages, and contribution to a cleaner home environment.</p>	1

	<p>In the above example which element of promotion mix has been adopted by the company?</p> <ul style="list-style-type: none"> a. Word of mouth b. Advertising c. Personal selling d. Sales promotion 	
vi.	<p>Mr. Anderson, the owner of a grocery store - Green Haven Mart decided to offer fresh local milk at a price far lower than the cost. His main aim was to boost customer traffic and increase sales.</p> <p>Flyers and posters were put up all over, advertising the unbelievable deal at Green Haven Mart. The community buzzed with excitement as word of the "milk sale of the year" spread like wildfire.</p> <p>On the first day of the promotion, the store was flooded with eager customers. The shelves filled with gallons of milk emptied rapidly, and</p> <p>As the week went on Green Haven Mart became busier than ever, with a steady stream of customers coming in for the milk deal. However, once they were in the store, shoppers grabbed not only the discounted milk but also other items they needed.</p> <p>By the end of the promotion, the supermarket had sold an incredible amount of milk. The customers who had come for buying milk had spent even more on other items, ultimately increasing the store's total sales volume.</p> <p>Which type of pricing has been undertaken by Green Haven Mart?</p> <ul style="list-style-type: none"> a. Everyday pricing b. Leader pricing c. Psychological pricing d. Dual pricing 	1

Q. 6.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	<p>A popular entertainment channel is about to launch a new singing reality TV show. They want to generate positive buzz and anticipation for this show among both the general public.</p> <p>The company decides to organize a press event and invite influential musicians, TV actors, top TV news channels and social media influencers to get a firsthand of the show before the official launch.</p> <p>Identify the element of promotion mix in the above case.</p> <ul style="list-style-type: none"> a. Sales promotion b. Direct marketing c. Public relations d. Sponsorship 	1
ii.	<p>PET bottle, tetra pack, can or a box are all examples of _____</p> <ul style="list-style-type: none"> a. Transportation packaging b. Primary packaging c. Secondary packaging d. Travel pack 	1

iii.	Under this method demand is the most important factor. Price is fixed by simply adjusting it to the market conditions. a. Value based pricing b. Demand oriented pricing c. Cost oriented pricing d. Competition oriented pricing	1
iv.	A high-priced branded electronic product should be sold in high-end urban showrooms instead of rural markets; the promotion technique should be TV-advertising and not personal-selling, etc. Identify the internal factor affecting price. a. Cost of the product b. Marketing mix c. Product differentiation d. Size of the organization	1
v.	A manufacturer with an innovative product sought the help of an experienced agent to reach consumers efficiently. The agent introduced the manufacturer to a network of trustworthy wholesalers with strong ties to retail stores. Through their collaboration, the new product successfully made its way into the market, captivating eager consumers Which level of distribution has been followed? a. Two level b. Three level c. One level d. Four level	1
vi.	Prices are set at odd numbers such as Rs. 99, Rs. 149, Rs. 990 which makes the customers falsely believe that they're paying a lesser price. The above is an example of: a. Psychological pricing b. Prestige pricing c. Skimming pricing d. Penetration pricing	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Q.No.	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.	In order to be an ideal employee Judy needs to be proactive and result driven. She must always take necessary steps to achieve the set goals or targets. Suggest any two ways which can help Judy be result oriented.	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 start LibreOffice Calc	2
Q.10	Explain any two organizational skills which are important for an entrepreneur.	2
Q.11.	What is the main aim of the electric vehicle program launched by EESL under the Ministry of Power	2

Q. No.	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	Marks
Q.12.	Promotion is a fact of life and is essential for every business. In the light of the above statement explain the importance of promotion.	2
Q.13.	Identify and state the basis on which price discrimination has occurred in the following situations: a. A music concert sells tickets for Rs 50 near the stage and Rs 30 for seats farther away in the concert hall b. A perfume company may price its perfume at Rs. 500 each in an ordinary bottle and at Rs. 1000 in a fancy bottle with a different name and image	2
Q.14.	Jaydon 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 Jaydon in networking with suitable buyers.	2
Q.15.	These products used as inputs to produce consumer products. They are used for non-personal and business purposes. a. Identify the type of product b. Explain any one category of the product identified in (a)	2
Q.16.	Define Sales Promotion according to McDonald and Wilson	2

Q.No.	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	Marks
Q.17.	Explain the three most important functions performed by the middlemen in channels of distribution.	3
Q.18.	The beloved bakery brand, "Sweet Delights," launched a new muffin named the "Choco-Nut Surprise." Denise, a loyal customer of the brand, purchased one of these muffins. Unfortunately, within minutes of consuming it, she had to be rushed to the hospital. It was later revealed that tree nuts were a key ingredient in the muffin, and Denise happened to be highly allergic to tree nuts. Shockingly, the product packaging contained no information regarding this allergen or ingredient.	3

	Denise, rightfully enraged by Sweet Delights' negligence, decided to file a complaint with the consumer court. From the above given case answer the following questions: a. Identify and state the product decision is ignored by Sweet Delights. b. Explain any two important roles of the product decision identified in (a)	
Q.19.	Imagine you're at home one evening, and you receive a phone call from a telecommunications company. The caller introduces themselves as a representative of the Wifi company whose services you avail. He explains a limited-time offer for a high-speed internet package tailored to your needs. He highlights the benefits, such as faster streaming and seamless online gaming. He also emphasizes the cost-effectiveness of bundling services. Intrigued by the offer and the personalized approach, you decide to sign up for the upgraded package during the call. a. Identify the mode of advertising undertaken by the telecommunications company in this scenario. b. Mention the benefits of the mode of advertising identified in (a)	3

Q. No.	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	Marks
Q.20.	Samsung a leading consumer electronics company, well known for its range of cell phones makes its products available at a steep discount or price them at much lower costs compared to Apple, in the hopes that users will become loyal to their brand. This approach also gives them access to a wider range of consumers and an opportunity to lead the marketplace. a. Identify the pricing policy undertaken by Samsung. b. Mention any three conditions favouring the pricing policy identified in (a).	4
Q.21.	Arun is an intermediary who buys the products in bulk from the producer and sells it in smaller lots to other intermediaries like Sachin, who then sell the products to consumers. <ul style="list-style-type: none"> • Identify the type of intermediaries Arun and Sachin could be? • Differentiate between the two identified intermediaries 	4
Q.22.	“Allout” in 1990 introduced liquid vaporizers as mosquito repellent, it was a pioneer in the product category as till 1990 mosquito coils were prevalent. Once the product category was tapped competition followed. The other brands within the same product category include Mortein, Good night which were competitors for Allout. From the above given situation: a. Identify and state the stage of product life cycle in which All Out was in 1990. b. Explain any three marketing strategies that a brand must adopt at the stage identified in (a)	4

Q.23.	<p>Sharara a small boutique store, struggled for attention. Emma, the owner's daughter, launched an Instagram account, showcasing their contemporary and modern designs. A viral contest and community engagement skyrocketed their popularity. Sharara evolved from a local boutique into a beloved hub, offering online ordering and tailoring classes. These strategies transformed the boutique's fortune, proving how a small business could flourish with the right online strategy.</p> <p>a. Identify the type of marketing undertaken by Sharara. b. Explain any three benefits of the identified concept.</p>	4
Q.24.	<p>There is no perfect promotion mix. Everyone has to devise a mix depending upon the situation. It has to be tailor-made depending upon the characteristics of the situation.</p> <p>In the light of the above statement explain any four factors affecting the selection of promotion mix.</p>	4