



# COMMON PRE-BOARD EXAMINATION 2024-25

## Subject: MARKETING (812)



Date: 15/12/2024

Marks: 60

### General Instructions:

1. Please read the instructions carefully.
2. This question paper contains **24 questions** in two sections - Section A & 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	Marks
<b>Q.1</b>	<b>Answer any 4 out of the given 6 questions on Employability Skills</b> <b>(1*4 = 4 Marks)</b>	
i	The passive voice is used in which of the following statements? A. They are watching a movie. B. Lovely songs are sung by her. C. In the room, he is asleep. D. My pet horse bit the policeman.	1
ii	Name the bar that contains icons (buttons) to provide quick access such as New, Open, Print, Copy and Paste, etc. A. Menu bar B. Standard bar C. Title bar D. Formatting bar	1
iii	Mrs. Annie 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	1

	<p>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 Annie belongs to _____.</p> <p>A. Cluster C: Anxious B. Cluster B : Emotional and impulsive C. Cluster A : Suspicious D. Cluster D : Repetitive Disorder</p>	
iv	Who are Professional Entrepreneurs?	1
v	_____ set up by the government, can be utilised to provide support activities like technology dissemination, training awareness to the local youth and farmers for collection, storage and reuse of agro-waste.	1
vi	<p>Which of the following is characterized by an extreme feeling of self-importance?</p> <p>A. Narcissistic personality disorder B. Borderline personality disorder C. Dependent personality disorder D. None of the above</p>	1
<b>Q.2</b>	<b>Answer any 5 out of the given 7 questions (1*5 = 5 Marks)</b>	
i	List any (1) Marketing Strategy in the Maturity Stage.	1
ii	A hotel room that remains unbooked on a given night cannot be sold later, which is why hotels adjust their pricing and staffing according to demand patterns. Which characteristic of services is highlighted above.	1
iii	List the two examples of Psychological Pricing.	1
iv	<p>_____ is the brand mark/symbol and an essential aspect of the product, extending its support to the brand effectively.</p> <p>A.The Brand Name B.The Brand Mark C.The Logo D.Trademark</p>	1
v	What is a Foursquare?	1
vi	What is meant by End-to-end encryption in the context of WhatsApp?	1
vii	He/She is an independent individual or company whose main function is to act as the primary selling arm of the producer and represent the producer to users.	1

	They are called as _____.	
<b>Q.3</b>	<b>Answer any 6 out of the given 7 Questions (1*6 = 6 Marks)</b>	
i	Packaging is an important component of a product as an attractive pack is the most important factor in impulse purchases. It is an essential tool for two categories of people- <i>first</i> , _____ and <i>second</i> , _____.	1
ii	The term _____ refers to the route taken by goods as they flow from the Manufacturer to the consumer.  A. Transportation B. Sorting C. Channel of Distribution D. Place and Distribution	1
iii	Today many companies of different countries try to improve their image through Trade Fairs. This is an example of _____.	1
iv	List the two disadvantages of demand-based pricing.	1
v	Abbreviate CRM _____.	1
vi	One to One is an example of which type of service?  A. Remote Services B. Classroom lecture C. Counselling D. Video games in arcade	1
vii	Indian Railways are trustworthy and honest to refund the money if a passenger is wait listed at the time of going of the train. On which criteria can one judge the quality of a service in the above case?	1
<b>Q.4</b>	<b>Answer any 5 out of the given 6 Questions (1* 5 = 5 Marks)</b>	
i	Factors pertaining to product that affect the channel of distribution are  A. Price, Perishability, size and weight B. Design, comfort, size C. After sales services and technical nature D. Both a) & c)	1

ii	The advantage of competitive pricing is that it avoids _____ that can damage the company, but disadvantage is that this pricing method may only cover _____, resulting in low profits to the firm.	1
iii	What is Google+ ?	1
iv	Write One difference between Regularly Unsought products and New Unsought Products.	1
v	_____ like other marketing activities is more than a century old. It entered the oxford Dictionary around 1930.	1
vi	Define Cost-oriented pricing	1
<b>Q.5</b>	<b>Answer any 5 out of the 6 Questions (1 * 5 = 5 Marks)</b>	
i	In _____, middlemen procure supplies of goods from a variety of sources, which is often not of same quality, nature and size and groups them in homogenous groups. A. Sorting B. Assembling C. Transportation D. Both B and C	1
ii	List any (2) limitations of Magazine Advertising	1
iii	‘Breaking the bulk’ is function of _____.  A. Wholesaler B. Retailer C.Both D.None	1
iv	Mention <i>any two</i> qualities of the fifth “P” of marketing mix.	1
v	Push strategy of promotion is more appropriate when: A. There is no brand loyalty B. There is moderate brand loyalty C. There is low brand loyalty D. There is high brand loyalty	1
vi	Generally pricing can be put into following four categories, Name them	1
<b>Q.6</b>	<b>Answer any 5 out of the given 6 Questions (1*5 =5 Marks)</b>	
i	What are Sweepstakes?	1
ii	The package performs three essential roles, List any two	1

iii	<p>A company is operating at a break-even level of output producing 5,000 units. The selling price per unit ₹20 and variable cost is ₹15 per unit. The fixed cost of the company would be _____.</p> <p>A. ₹50,000 B. ₹25,000 C. ₹5000 D. ₹75,000</p>	1
iv	<p>The price setting method which most closely corresponds to the concept of product positioning is:</p> <p>A. Cost-Plus Pricing B. Going rate pricing C. Perceived Value Pricing D. Psychological Pricing</p>	1
v	<p>Dell Computers was founded by a college freshman Michael Dell. By 1985, the company had developed its unique strategy of offering 'made to order'. Along with a superior supply chain and innovative manufacturing, unique distribution strategy adopted by the company acted as a differentiator. Identifying and capitalizing on an emerging market trend. Dell became a strong seller, by using mail-order systems before the spread of the internet. After the internet became more mainstream, an online sales platform was also established. Early on in the internet era, Dell began providing order status reports and technical support to their customers online. Through careful analysis of the target market, a study of available channel options and effective use of a novel idea, Dell computers managed to reach early success in its industry.</p> <p>Identify the type of channel used by Dell Computers.</p>	1
vi	What is Resale Price Maintenance?	1
	<b>SECTION B: SUBJECTIVE TYPE QUESTIONS</b>	
	<b>Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks) Answer each question in 20 – 30 words.</b>	
<b>Q.7</b>	<p>Write a short note on the following personality disorders.</p> <p>a. Schizoid personality disorder b. Schizotypal personality disorder</p>	2
<b>Q.8</b>	Who are Professional entrepreneurs? How are they different from Industrial Entrepreneurs.	2
<b>Q.9</b>	Presentation software is being widely used to make digital presentations. It has many advantages, List any two	2

<b>Q.10</b>	Explain the first four stages of active listening	2
<b>Q.11</b>	List (any 4) Green jobs in Appropriate Technology	2
	<b>Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)</b>	
<b>Q.12</b>	Define the following:  a.Reduced Shelf Price b.Reduced Price Offers c.Cash Rebates d.Cash Share-out	2
<b>Q.13</b>	List any (2) advantages of the pricing method where customer demand sets up the price of a product in the market.	2
<b>Q.14</b>	“Online marketing creates many opportunities and challenges to grow” In the light of the given statement”. Explain any two challenges faced by marketers in online marketing.	2
<b>Q.15</b>	Organise the following products under different categories of consumer goods by preparing a flow chart  a) Bread b) Watches c) Paintings d) Jewellery	2
<b>Q.16</b>	Promotion is a fact of life and is essential for every business. Explain any (4) Merits of Promotion.	2
	<b>Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)</b>	
<b>Q.17</b>	Differentiate between Direct Marketing and Online Marketing (3 points each)	3
<b>Q.18</b>	At this stage, the product has been launched successfully with the sales beginning to increase rapidly in this stage, as new customers enter the market and old customers make repeat purchases. List the strategies in this stage (Any 3)	3
<b>Q.19</b>	Enumerate any (3) factors pertaining to the company while selecting the channel of distribution.	3

	<b>Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)</b>	
<b>Q.20</b>	This method of pricing is most common and is desirable when sales volume of the product is very sensitive to price, when a large volume of sales is to be affected, when product faces a threat from competitors and when stability of price is sought for. Explain any (4) conditions favouring this type of pricing policy.	4
<b>Q.21</b>	One of the main purposes of employing this kind of marketing as a communication tool is that it makes the companies accessible to those interested in their product and makes them visible to those who have no knowledge of their products. Explain any (4) advantages of the same.	4
<b>Q.22</b>	Enumerate any (4) features of the products that are used as inputs to produce consumer products.	4
<b>Q.23</b>	You are leading manufacturer of consumer durables like washers, dryers, refrigerators, and air conditioners. Explain any (4) factors that will guide you in selecting the route to sell your products if the <i>Middlemen</i> are to be focused.	4
<b>Q.24</b>	<p><b>a.</b> It is more RPI driven. Today it constitutes 15-20% of media plan today. Explain any (4) merits of the mode of advertising mentioned.</p> <p><b>b.</b> When people think of out-of-home advertising they usually think of colourful billboards along the streets and highways. Included in the out-of-home classification, however, are benches, posters, signs and transit advertising (advertising on buses, subways, metros, taxicabs and trains). List any (2) Merits and (2) Demerits of OOH Advertising.</p>	4