



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

**ASSESSMENT I -2024-25**

**MARKETING (812)**

**CLASS: XII**

**MARKS: 60**

**DATE: 29/09/2024**

**TIME: 3 HOURS**

**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.


<b>SECTION A: OBJECTIVE TYPE QUESTIONS</b>		<b>30 Marks</b>
<b>Q.1</b>	<b>Answer any 4 out of the given 6 questions on Employability Skills</b>	<b>4*1 = 4</b>
1	Identify the following: The process of creating a non-fiction text about current or recent news, items of general interest or specific topic is called as _____.  a) writing skills b) article writing c) paragraph writing d) none of these	1

2	Sara who has a personality disorder is detached and aloof, and prone to introspection and fantasy. She shows little interest in forming personal relationships and seems to be emotionally cold. Identify the type of personality disorder discussed here.	1
3	ICT Stands for _____.	1
4	What is a workbook?	1
5	Who are the First(1 <sup>st</sup> ) generation entrepreneurs?  a) Different age group without any entrepreneurship background. b) An individual who starts at the age of 50 years without any entrepreneurship background. c) Both a) and b) d) None of the above	1
6	Define a 'Project Report' commonly prepared by the Entrepreneurs.	1
<b>Q.2</b>	<b>Answer any 5 out of the given 7 Questions</b>	<b>5*1 = 5</b>
1	Panasonic produces those goods which fall under the category of electrical appliances. The close relationship of various product lines or their end use to production requirements or to distribution channels is called as _____.  a) Product line b) Depth c) Breadth d) Consistency	1
2	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:  a) ₹50,000 b) ₹25,000 c) ₹5000 d) ₹ 75,000	1
3	What is Leader Pricing?	1
4	List the two important aspects/elements missing in Advertising	1

5	<p>Which of these is a function of a retailer?</p> <p>I. Collection of Goods II. Transportation III. Grading and Packing IV. Financing</p> <p>Options:</p> <p>a) I and II b) II, III and IV c) II and IV d) I, II and IV</p>	1
6	<p>The potential product is the _____ inclusive of the advancement and refinement that is possible under the existing circumstances.</p>	1
7	<p>_____ denotes the level of price which can cover all these expenditures on the final product and brings some profit to the firm.</p>	1
<b>Q.3</b>	<b>Answer any 6 out of the given 7 Questions</b>	<b>6*1= 6</b>
1	<p>Goods X of a company were replaced by Goods Y of the same company. This is an example of:</p> <p>a) Product Repositioning b) Product Differentiation c) Product Elimination d) Product Diversification</p>	1
2	<p>The formula to calculate Break Even Pricing is _____.</p>	1
3	<p>Direct Marketing has other names. Name any (2)</p>	1
4	<p>Which type of pricing policy is suitable where little is known about the price elasticity of the product.</p> <p>a) Differential pricing b) Penetration pricing c) Perceived value pricing d) Skimming pricing</p>	1

5	What takes place between manufacturers and customers before closing a deal?  a) Negotiation b) Financing c) Grading d) Maintenance	1
6	What are Sweepstakes/Games?	1
7	A deliberate alteration in the physical attributes of a product or its packaging is called  a) Product Modification b) Product differentiation c) Product Diversification d) Product repositioning	1
<b>Q.4</b>	<b>Answer any 5 out of the given 6 Questions</b>	<b>5*1 = 5</b>
1	What are Impulse Goods? Give an example	1
2	<input type="checkbox"/> This method of pricing does not ensure competitive harmony. <input type="checkbox"/> It is not safe from a company's standpoint.  The above are the limitations of which type of pricing method?	1
3	Which of the following is NOT considered a type of re-seller:  a) Whole seller b) Manufacturer c) Retailer d) Distributor	1
4	Write the formula for Cost Plus Pricing	1
5	Life Insurance Products and Doctor's services are examples of - _____ products.	1
6	Abbreviate RPO	1
<b>Q.5</b>	<b>Answer any 5 out of the given 6 Questions</b>	<b>5*1 = 5</b>
1	Which Marketing Strategy is suitable for shopping goods based on the provided information?	1

	a) Low Pricing and minimal advertising b) High Pricing and exclusive promotions c) Moderate Pricing with heavy advertising and personal selling d) Online promotion and remote selling	
2	_____ take possession of products but do not actually own them.	1
3	Burial Insurance and Thesaurus are examples of _____ goods.	1
4	If Fixed expenses in a production unit are Rs. 54,000, variable cost per unit is Rs. 15 and selling price per unit is Rs.20; find out BEP quantity.	1
5	Who defined sales promotion as “non-face-to-face activity concerned with the promotion of sales. It involves the making of a featured offer to defined customers within a specific time limit.”  a) Wilson b) McDonald and Philip Kotler c) McDonald and Wilson d) Philip Kotler	1
6	Favourable market-conditions due to_____or inflationary trend, encourage firms to fix higher prices of their products.	1
<b>Q.6</b>	<b>Answer any 5 out of the given 6 Questions</b>	<b>5*1 = 5</b>
1	In which stage, the firm seeks to build brand preference and increase market share.  a) Introduction b) Growth c) Maturity d) Decline	1
2	A perfume company may price its perfume @ 500 Rs each in an ordinary bottle and @ 1000Rs in a fancy bottle is an example of _____ discrimination.	1

3		1
	Heart Surgery is an example of _____Product.	
4	What is the most common form of price promotion?	1
5	A _____ carries products from a single brand or company.	1
6	Long lead time, limited flexibility in terms of an ad placement and format, space and ad layout costs are higher are limitations of _____advertising.	1
<b>SECTION B: SUBJECTIVE TYPE QUESTIONS</b>		<b>30 Marks</b>
	<b>Answer any 3 out of the given 5 questions on Employability Skills. Answer each question in 20-30 words.</b>	<b>3*2 = 6</b>
7	a. What is an Imperative sentence? b. What is an Exclamatory sentence?	2
8	Differentiate between Technical and Non-Technical Entrepreneurs (Any 2 points)	2
9	Write a note on Obsessive-compulsive personality disorder	2
10	List down the steps to protect a Spreadsheet.	2
11	Write a note on Schizotypal personality disorder.	2
	<b>Answer any 3 out of the given 5 questions in 20-30 words.</b>	<b>3*2 = 6</b>
12	Industry sales peak and decline as the size of potential markets begins to shrink and wholesaler and retailer support decreases because of declining profit margins. Middlemen also introduce their own brands, which makes the competition even tougher further lowering profits in industry. During this stage the marketers are focusing effort on extending the lives of their existing brands.	2

	Explain the <i>Marketing Strategies</i> that would be used during the stage explained above.	
13	Define the following Pricing Policies a. Price Lining b. Resale Price Maintenance	2
14	Channels of distribution help in smooth flow of goods by creating possession, place and time utilities. The functions performed by the middlemen in distribution channels may be grouped into three categories Explain the function that involves in the physical exchange of goods.	2
15	Explain any (2) Prize Promotions	2
16	List any (2) advantages of OOH Advertising	2
	<b>Answer any 2 out of the given 3 questions in 30-50 words</b>	<b>2*3 = 6</b>
17	Explain any (3) factors influencing the Product Mix	3
18	There are various conditions favouring Penetration Pricing Policy, Explain any (3).	3
19	“Any activity which aids value to a product or service for a limited time period by offering an incentive to purchase.” State any three objectives of the concept defined.	3
	<b>Answer any 3 out of the given 5 questions in 50-80 words</b>	<b>3*4 = 12</b>
20	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. Explain Push and Pull Strategies as a factor affecting the selection of promotion mix.	4
21	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 any (4) factors pertaining to the Middlemen.	4
22	Elucidate any (4) differences between a Wholesaler and a Retailer	4

23	This phase marks the launch of the product in the market. Explain the (4) Marketing Strategies of this stage.	4
24	It focuses on communicating with the target market. Thus, it informs, persuades and reminds the target group of the availability of the product, the place where it is available, and the price of the product. It is a fact of life and is essential for every business. Explain any (4) importance of the concept explained.	4