



INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE

CLASS XII- ASSESSMENT I -2023-24

DATE: /09/2023

MARKETING (812)

MARKS: 60

ANSWER KEY

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.	Ravi has feelings of emptiness, abandonment and suicide. What type of personality disorder is this? Ans: Borderline	1
ii.	Self-awareness is about understanding one's own needs, desires, habits, traits, behaviours and feelings	1
iii.	Harish has a rug business in India. He wants to start exporting rugs to Canada but does not know if they would sell there. The barrier he is facing is self-doubt	1
iv.	Individuals, who focus on developing solutions that benefit the society, are called Social entrepreneurs	1
v.	A Spreadsheet is an electronic document, which has rows and columns. It is used to store data in a systematic way and do calculations.	1
vi.	It can be rightly said that, Sarah is Extrovert	1

Q. 2.	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	Marks
i.	For what type of shopping products does price become secondary in case the focus is on style/ quality? Ans: Heterogenous products	1
ii.	A Brand is defined as a name, term, symbol, design or a combination of them which is intended to identify the goods & services of one seller and to differentiate them.	1
iii.	Odd Pricing is also a form of psychological pricing, whereby prices are set at odd numbers such as Rs. 99, Rs. 149, Rs. 999 which makes the customers falsely believe that they're paying a lesser price.	1
iv.	Under which function performed by channel of distribution are buying, selling and risk bearing functions performed? Ans: Transactional function	1
v.	Identify the channel of distribution adopted by Eureka Forbes. – Direct Channel	1

vi.	Who out of the following usually makes profits from commission for the service they provide? Ans: agent	1
vii.	It involves putting the names of all entrants in a computer and deciding winners by chance Ans: Free prize draws	1

Q. 3.	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	Marks
i.	The mechanism through which goods move from the manufacturer to the consumer is Place	1
ii.	Whose report predicted that the OOH sector is projected to grow @10% over the next 5 years? Ans: FICCI-KPMG report	1
iii.	Suggest an element of promotion which will help the Manager to win back its customers and get the firm out of the above crisis. – Public Relations	1
iv.	Identify the level of distribution highlighted in the above case. – Two level channel	1
v.	If a consumer buys an air conditioner for use at home, the air conditioner is a consumer product. If the same consumer buys the same air conditioner for use in his factory, it is an Industrial goods	1
vi.	Secondary packaging is additional layers of protection that are removed once the product is ready such as the tube of shaving cream, which is covered in a cardboard box, or a glass bottle covered in cardboard box.	1
vii.	Identify the demand based method of pricing given in the above scenario – Percieved pricing	1

Q. 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	If a company wants to build a good “corporate image”, Which of the following marketing communication mix tools, it will probably use - Public Relation	1
ii.	Marketers highlight some of the special attributes/ features/ qualities their brand is endowed with. The difference could be tangible or psychological. These sentences are related to Differentiated Product	1
iii.	Identify the aspect of production highlighted in the above given case Ans: Brand and product quality	1
iv.	Availability of quality goods at competitive price maximizes social welfare in society.	1
v.	The term Channel of distribution refers to the route taken by goods as they flow from the Manufacturer to the consumer.	1

vi.	Name any two dimensions of product mix Ans: Breadth, consistency	1
-----	---	---

Q. 5.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	Mention any one quality of fifth “P” of marketing mix Ans: Packaging is Attractive Appearance	1
ii.	Market Share is meaningful measure of success of a firm’s marketing strategy.	1
iii.	The second participant of distribution being Intermediaries, they are in direct negotiation between buyer and seller	1
iv.	The facilitating functions of the channel include post-purchase service and maintenance, financing, market information.	1
v.	Promotion creates value by influencing consumers perceptions	1
vi.	According to Jonah Berger, only 7% of word of mouth is online.	1

Q. 6.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	What type of industrial goods are used in producing the finished goods? Ans: Capital items	1
ii.	Identify the attitude mentioned above – Bullish attitude	1
iii.	Price Stabilization as an objective is prevalent in industries that have a price leader.	1
iv.	middlemen are also involved in various activities like demonstration of product, display and contest etc. to increase the sale of products.	1
v.	They bring buyers and sellers together and negotiate purchase or sale on behalf of others: Ans: Brokers	1
vi.	A large number of people are averse to: - Telemarketing	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.	Students can write their own answer	2

Q.8.	<p>Explain any two qualities that motivate an entrepreneur.</p> <ul style="list-style-type: none"> • Standard of excellence • Uniqueness 	2
Q.9.	<p>A lot is being heard about startups being founded these days. Explain the concept of a startup</p> <p>Ans:</p> <ul style="list-style-type: none"> • A startup is often financed by the founders until the business gets off the ground, and it gets outside finance or investments. • Startups can be started with minimum investment. • They rely on capital that comes via angel investors or venture capital firms, while small business operations rely on loans and grants. • Startups come up with an innovative idea 	2
Q.10	<p>Mention the steps to create a new workbook in OpenOffice Calc</p> <p>Ans:</p> <p>1. Select File >New> Spreadsheet. Or Click the New Document drop-down menu arrow on the Standard bar and select Spreadsheet. Or Press CTRL + N</p>	2
Q.11.	<p>Ans: Students can write their own answers</p>	2

	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	Marks
Q.12.	<p>From the above given case,</p> <p>a. Identify the category of convenience goods the disposable razor belongs to.</p> <p>Ans: Emergency goods</p> <p>b. Mention one feature of convenience goods.</p> <p>Ans:</p> <p>i. They are easily available and require minimum time and effort. ii. They are obtainable at low prices. iii. There is a continuous and regular demand for such products. iv. Both demand and competition for these products is high. v. Products are easily substitutable. vi. Heavy advertising and sales promotion schemes help in marketing of these products.</p>	2
Q.13.	<p>Define Price according to Stanton</p> <p>Ans: According to Stanton “Price is the amount of money needed to acquire some combination of goods and its accompanying services.”</p>	2
Q.14.	<p>State, in brief, with reasoning, whether following statement is correct or incorrect: Media is the message</p> <p>Ans: The following statement is Correct. This statement brings to the forefront the significance of media in communication strategy by generating a response. The media selected should be free from clutter for the message to be transmitted in the proposed manner.</p>	2
Q.15.	<p>There been a gradual shift from Above the line activities to Below the line Activities. Enlist the reasons for this shift.</p> <p>Ans:</p>	2

	there been a gradual shift from Above the line activities to Below the line activities because: <ul style="list-style-type: none"> • above-the-line (ATL) activities are prohibitively expensive. • BTL activities ensure greater interface with the consumer providing them instant feedback. Also, markets are moving rural, which requires increase in consumer interface. 	
Q.16.	Identify and explain the element of marketing mix referred here. Ans: Promotion Promotion focuses on communicating with the target market. 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. Thus it includes the Integrated Marketing Communication, the Process of Communication, and the promotion mix or the tools to promote product, service or idea	2

	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	Marks																						
Q.17.	Differentiate between advertising and sales promotion. Ans: <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">ADVERTISING</th> <th style="text-align: center;">SALES PROMOTION</th> </tr> </thead> <tbody> <tr> <td>derived from the Latin word advertere (turn towards)</td> <td>derived from the Latin word pomovere (move forward).</td> </tr> <tr> <td>aimed at long-term building of positive brand attitude</td> <td>aimed at more shot-term tactical goal of moving forward sales now.</td> </tr> <tr> <td>deals indirectly with potential action by providing information or creating feelings that turn them towards the product/service.</td> <td>The promotion does not require an incentive. primary communication is required for brand purchase intention.</td> </tr> <tr> <td>The pursuits of advertising are of long term,</td> <td>sales promotion offers short term pursuits.</td> </tr> <tr> <td>Advertising is costly</td> <td>sales promotion is cheaper as compared to advertising.</td> </tr> <tr> <td>Advertising is suitable for medium to large firms</td> <td>sales promotion is suitable for large firms.</td> </tr> <tr> <td>Advertising has twin purposes of increasing sales and build brands,</td> <td>sales promotion has an extra objective of providing knowledge.</td> </tr> <tr> <td>advertising assumes that sales will increase.</td> <td>Sales Promotion is direct effect on sales</td> </tr> <tr> <td>Advertising is done through newsprint, TV, Radio, Outdoor publicity, etc.</td> <td>sales promotion is done through discount coupons, free stuff, tasting, contests, events, meets, etc</td> </tr> <tr> <td>Result of advertising are slower</td> <td>Result of sales promotion are faster.</td> </tr> </tbody> </table>	ADVERTISING	SALES PROMOTION	derived from the Latin word advertere (turn towards)	derived from the Latin word pomovere (move forward).	aimed at long-term building of positive brand attitude	aimed at more shot-term tactical goal of moving forward sales now.	deals indirectly with potential action by providing information or creating feelings that turn them towards the product/service.	The promotion does not require an incentive. primary communication is required for brand purchase intention.	The pursuits of advertising are of long term,	sales promotion offers short term pursuits.	Advertising is costly	sales promotion is cheaper as compared to advertising.	Advertising is suitable for medium to large firms	sales promotion is suitable for large firms.	Advertising has twin purposes of increasing sales and build brands,	sales promotion has an extra objective of providing knowledge.	advertising assumes that sales will increase.	Sales Promotion is direct effect on sales	Advertising is done through newsprint, TV, Radio, Outdoor publicity, etc.	sales promotion is done through discount coupons, free stuff, tasting, contests, events, meets, etc	Result of advertising are slower	Result of sales promotion are faster.	3
ADVERTISING	SALES PROMOTION																							
derived from the Latin word advertere (turn towards)	derived from the Latin word pomovere (move forward).																							
aimed at long-term building of positive brand attitude	aimed at more shot-term tactical goal of moving forward sales now.																							
deals indirectly with potential action by providing information or creating feelings that turn them towards the product/service.	The promotion does not require an incentive. primary communication is required for brand purchase intention.																							
The pursuits of advertising are of long term,	sales promotion offers short term pursuits.																							
Advertising is costly	sales promotion is cheaper as compared to advertising.																							
Advertising is suitable for medium to large firms	sales promotion is suitable for large firms.																							
Advertising has twin purposes of increasing sales and build brands,	sales promotion has an extra objective of providing knowledge.																							
advertising assumes that sales will increase.	Sales Promotion is direct effect on sales																							
Advertising is done through newsprint, TV, Radio, Outdoor publicity, etc.	sales promotion is done through discount coupons, free stuff, tasting, contests, events, meets, etc																							
Result of advertising are slower	Result of sales promotion are faster.																							
Q.18.	Discuss any three marketing strategies adopted at 2nd Stage of Product Life Cycle. Ans: There is an increase in competitors who offer similar in the market features. In this stage, the firm seeks to build brand preference and increase market share. 1) Product quality is maintained and additional features and support services may be added. 2) Pricing may remain same as the firm enjoys increasing demand with little competition. 3) Distribution channels are added as demand rises and customers accept the product.	3																						

	4) Promotion is aimed at a broader audience	
Q.19.	Examine the role of a retailer who deals on large scale in the modern business. Ans: <ul style="list-style-type: none"> • Collection of goods • Time Utility • Transportation • Financing • Customer Education • Spokesperson of Customers 	3

	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	Marks
Q.20.	From the above given case, explain the importance of pricing for WoodCraft Furnishing. Ans: Importance of pricing to firms <ul style="list-style-type: none"> • To determine firm’s Competitive Position and Market share • To achieve the financial goals of the company • To determine the quantum of production • To determine the product positioning and distribution in the market • To determine the quality and variants in production • To establish consistency with the other variables in the marketing mix • Helpful in maintaining system of free enterprise and long run survival of firms • Improvement in company’s image 	4
Q.21.	a. Identify the promotional tool which can be used by the hotel through which large number of prospective pilgrimage tourists all over the country and abroad can be reached, informed and persuaded to use the incentive. Ans: Advertising b. Explain the various modes of the identified promotional tool Ans: Modes a. Print media b. Radio advertising c. Cinema advertising d. OOH advertising	4
Q.22.	In light of the above statement, examine any four factors affecting the selection of Channels of Distribution pertaining to the consumers or markets. Ans: <ul style="list-style-type: none"> • Number of Customer • Expansion of the Consumers • Size of the Order • Objective of Purchase • Need of the Credit Facilities 	4

Q.23.	Identify the marketing intermediary and explain any three of its functions Ans: Wholesaler Functions: <ul style="list-style-type: none">• Buying And Selling• Storage• Transportation• Grading And Packing• Financing:• Risk taking	4
Q.24.	Explain any four functions of packaging Ans: <ol style="list-style-type: none">1. Protection2. Appeal3. Performance4. Packaging for convenience5. Cost-effectiveness	4