



# INDIAN SCHOOL AL WADI AL KABIR

First Unit Test 2023-24

**Marketing (812)**

Date: 01/06/2023

Time Allowed: 1 Hour

Class: XII

Maximum Marks: 30

**General Instructions: -**

- 1) All questions in both the sections are compulsory.
- 2) Marks for questions are indicated each.
- 3) All parts of a question should be answered at one place.

**SECTION A: OBJECTIVE TYPE QUESTIONS**

Q. No.	Answer any 4 out of the given 6 questions on Employability Skills (4 x 1 = 4 marks)	Marks
1.	Which of the following is not a parameter to describe an individual's personality?  a) Self-confidence b) Openness c) Neuroticism d) Agreeableness	1
2.	Roshan works for Suresh, who is a businessman. Roshan is an _____.  a) entrepreneur b) wage employed person c) skilled worker d) businessman	1
3.	A person, who can easily make friends and make any gathering lively, is confident and an _____.  a) Introvert b) Extrovert c) Borderline d) Obsessive	1
4.	Sayed knows what business he wants to do but does not know what steps he has to take to get it running. The barrier stopping him is _____.  a) building the right team b) lack of plan c) risk taking	1

	d) self-doubt	
5.	Ravi has feelings of emptiness, abandonment and suicide. What type of personality disorder is this?  a) Borderline b) Dependent c) Avoidant d) Obsessive	1
6.	The ability to continue to do something, even when it is difficult is called _____.  a) initiative b) organisational skills c) perseverance	1

	<b>Answer any 8 questions out of the given 10 questions of 1 mark each: (8 X 1 = 8)</b>	Marks
7.	Which one of the following is not an example of Industrial product?  a) Shirt b) Leather c) Cotton d) Office Equipment	1
8.	On Wednesdays, Big Bazaar used to cut back the price of fruits and vegetables to attract large number of customers, however, no change was made on the price of the other products. What are vegetables and fruits called for Wednesday?  a) Loss Leaders b) Assorted products c) Branded products d) Premium products	1
9.	When a market has potential for growth, what is a better indicator of a firm's effectiveness than target return on investment?  a) preventing competition b) price stabilization c) market share d) maximum profit	1
10.	Name any two dimensions of product mix	1
11.	When "All-out" in 1990 introduced liquid vaporizers as mosquito repellent, it was a pioneer in the product category as till 1990 mosquito coils were prevalent. Identify the product life cycle stage of All-out.	1

	<ul style="list-style-type: none"> <li>a) Introduction stage</li> <li>b) Growth stage</li> <li>c) Maturity stage</li> <li>d) Decline stage</li> </ul>	
12.	<p>_____ means the creating resources for either self - development or reinvestment in the firm. Prices are deliberately set high in certain cases to generate surplus for reinvestment in the same firm or its sister concerns.</p> <ul style="list-style-type: none"> <li>a) Resource allocation</li> <li>b) Resource allocating</li> <li>c) Resource development</li> <li>d) Resource Mobilizing</li> </ul>	1
13.	Mention any one quality of fifth “P” of marketing mix	1
14.	<p>_____ as an objective is prevalent in industries that have a price leader.</p> <ul style="list-style-type: none"> <li>a) Place stabilization</li> <li>b) Promotion stabilization</li> <li>c) Promotion stability</li> <li>d) Price Stabilization</li> </ul>	1
15.	<p>_____ is the focal point, and all the marketing activities revolve around it.</p> <ul style="list-style-type: none"> <li>a) Price</li> <li>b) Product</li> <li>c) Place</li> <li>d) Promotion</li> </ul>	1
16.	<p>For what type of shopping products does price become secondary in case the focus is on style/ quality?</p> <ul style="list-style-type: none"> <li>a) Homogeneous products</li> <li>b) Heterogenous products</li> <li>c) Consumer products</li> <li>d) Services</li> </ul>	1

**PART B: SUBJECTIVE TYPE QUESTIONS**

	<b>Answer any 2 out of the given 4 questions in 20 – 30 words each (2 x 2 = 4 marks)</b>	Marks
17.	<p>Identify and explain the personality disorders depicted in the case given below:</p> <p>Shikha 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.</p>	2

18.	Explain any two techniques that can help you to maintain a positive outlook	2
19.	Mention any two steps to overcome personality disorder.	2
20.	Explain the importance of Interpersonal skills for an entrepreneur.	2

	<b>Answer any 2 out of the given 4 questions in 20 – 30 words each (2 x 2 = 4 marks)</b>	Marks
21.	X purchased an expensive inverter split air conditioner on 1st May, 2019 and he didn't purchase AMC at the time of purchase, but eventually he discussed and expressed his thought to his family members that he might purchase AMC now.  Identify the type of product and explain it in brief.	2
22.	A simple jewellery store in the Chandni Chowk market of Delhi will set price of its ornaments based on cost of gold/silver and making charges (cost of labour for making a particular piece of jewellery). But a high-end jewellery store such as Kalyan Jewellers or Tanishq will price similar ornaments at a much higher price owing to its brand-value and reputation in the market  Identify and explain the aspect of production highlighted in the above given case.	2
23.	When Maggi noodles was launched in India it had segmented the based-on age and urban families targeting kids, youth and office goers positioning itself as fast to cook, 2-minute noodles, with the tagline of “taste bhi, Health bhi”.  Positioning however was not an issue, as no instant noodle had been launched in India, Maggi was the first one. In the initial stages, Maggi had high failure rates, frequent product modifications (to adjust to Indian consumer), high marketing and product cost as they were trying to build product awareness.  With a lot of ups and downs and high failure rates, Maggi survived this stage.  Identify the stage of Maggie's product life cycle and explain any two characteristics of the stage identified.	2
24.	Rakesh and his friends decided to take their families to the newly launched restaurant in their locality. He decided to check the menu online. While doing so he noticed that the price of a cup of coffee was relatively higher as compared to their regular restaurant. Rakesh informed his friends that the place is too expensive as compared to their regular restaurants.  Identify and explain the demand-based method of pricing given in the above scenario	2

	<b>Answer any 2 out of the given 4 questions in 50– 80 words each (2 x 3 = 6 marks)</b>	Marks
25.	Classify the goods and services on the basis of durability and tangibility	3

26.	Name and explain the various factors affecting pricing which are within the control of a firm up to a certain extent.	3
27.	Explain in detail any three product levels.	3
28.	State the significance of pricing to customers.	3

	<b>Answer any 1 question out of the given 3 questions of 4 marks each: (1 x 4 = 4)</b>	Marks
29.	“Packaging has been criticized as being expensive, giving no additional value and often deceptive.” How would you justify marketers use of packaging?	4
30.	Explain the major pricing policies followed by business enterprises	4
31.	In India all the packaged foods sold are required to comply with the Food and Safety Regulations, 2011 issued by the Food Safety and Standards Authority of India functioning under Ministry of Health and Family Welfare whereby the products require more extensive descriptions of their nature and use along with safety warnings, if any.  Identify the concept discussed above and explain its role	4