



INDIAN SCHOOL AL WADI AL KABIR  
DEPARTMENT OF COMMERCE

CLASS XII ASSESSMENT I -2022-23

DATE: 22/09/22

MARKETING (812)

MARKS: 60

**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.

Q. No.	SECTION A: EMPLOYABILITY SKILLS	Marks
1	<p><b>Choose the correct option:</b></p> <p>_____ are defined as relatively lasting patterns of thoughts, feelings and behaviors that distinguish individuals from one another.</p> <p>A. Self-Management B. Personality C. Behavioral pattern D. Personality Traits</p>	1
2	<p>People with this disorder, frequently try to gain more attention by being overly dramatic. They are extremely sensitive to criticism or disapproval and can be easily influenced by others. Identify the personality disorder explained here.</p> <p>A. Dependent Personality Disorder B. Histrionic Personality Disorder C. Obsessive Personality Disorder D. Narcissistic Personality Disorder</p>	1
3	<p>A spreadsheet that has one or more worksheets is called as _____</p> <p>A. Worksheet</p>	1

	B. Worksheet book C. Workbook D. Spread book	
4	How many textboxes does the first slide of LibreOffice Impress have by default?  A. 3 B. 2 C. 1 D. 4	1
5	Mention the steps to insert shapes in a presentation	2
6	List the presentation software's available	2
7	Write a brief note on Paranoid personality disorder	2
<b>SECTION B: SUBJECT SKILLS</b>		
8	<b>Choose the correct option:</b>  This product aims to enhance the value of the product/offer through voluntary improvements. These improvements may be neither suggested by the customer nor expected by him. The manufacturer/marketer adds the feature/benefit on his own. The needs of the customer are identified through market research surveys and the insights thus obtained are used to add new features/functions to the product. Identify the product explained here.  A. The Potential Product B. The Augmented Product C. The Voluntary Product D. The differentiated product	1

9 Wagon R is positioned as a compact car for the smart urban, MTR's Ready to eat foods positioned as a convenient and a ready to eat foods, Coca cola's brand globally is positioned as Taste the feeling.

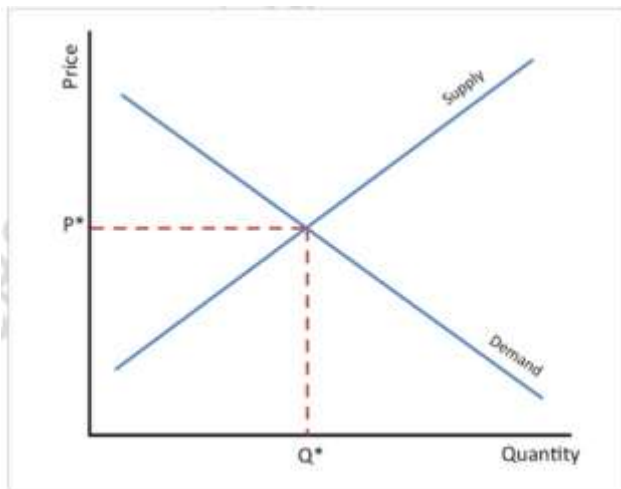


1

The above listed examples best suits one of the below concepts

- A. Product Identification
- B. Product Repositioning
- C. Product Positioning
- D. Product Differentiation

10 The basic \_\_\_\_\_ is determined by the forces of demand and supply. It is fixed at the level where quantity demanded, and quantity supplied is equal.



1

- A. Fixed Price
- B. Demanded Price
- C. Equal Price
- D. Equilibrium Price

11	<p>A book can be sold for different prices. By binding the book with attractive leather cover, the seller can demand a higher price than the ordinary book. The cost of the product will have a slight variation, but the price could have huge variation in such situations. Slightly different versions of products could be sold on high prices in the market. Identify the concept explained here.</p> <p>A. Product Variation  B. Product Version  C. Product Attraction  D. Price Variation</p>	1
12	<p>Break even analysis uses market demand as a basis of price determination. The formula for its calculation is _____</p> <p>A. <math>BEP = \frac{\text{Total Variable Cost}}{\text{Selling price per unit} - \text{Variable cost per unit}}</math>  B. <math>BEP = \frac{\text{Total Fixed Cost}}{\text{Selling Price per unit} - \text{Variable cost per unit}}</math>  C. <math>BEP = \frac{\text{Total Variable Cost}}{\text{Selling price per unit} - \text{Fixed cost per unit}}</math>  D. <math>BEP = \frac{\text{Total Cost}}{\text{Selling cost per unit} - \text{Variable cost}}</math></p>	1
13	<p>A _____ for a product is the route taken by the title to the goods as they move from the producer to the ultimate customer.</p> <p>A. marketing channel  B. channel  C. distribution channel  D. intermediary</p>	1
14	<p>Post-purchase service and maintenance, financing, market information are the some of the _____ functions of the channel.</p> <p>A. Facilitating Functions  B. Transactional Functions  C. Post Purchase Service Functions</p>	1

	D. Logistical Functions	
15	<p>A trade fair, also known as trade show, trade exhibition, or trade exposition, is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products and services, meet with industry partners and customers, study activities of rivals, and examine recent market trends and opportunities. Today many companies of different countries try to improve their image through Trade Fairs. Which kind of promotion is explained above.</p> <p>A. Trade Fair Sales Promotion  B. Hybrid Sales Promotion  C. Hyper Sales Promotion  D. Image Enhancement Sales Promotion</p>	1
16	<p>The purpose of promotion is to motivate and persuade not only the ultimate consumers, but also the intermediaries involved who make available goods finally to consumers. If the strategy adopted is to motivate and persuade the intermediaries to make effort to increase the sales. The strategy is called as _____</p> <p>A. Hard Selling Strategy  B. Pull Strategy  C. Push&amp;Pull Strategy  D. Push Strategy</p>	1
17	<p>In this stage, the customers including business customers and distributors advertising has to be undertaken. Trade promotion may be undertaken to motivate distributors to stock the goods. Identify the stage of a product life cycle which uses the above tools of promotion mix</p> <p>A. Decline Stage  B. Growth Stage  C. Maturity Stage  D. Introductory Stage</p>	1
18	<p>Product Mix is the list of all products offered by a company. It is defined as the composite of products offered for sale by a firm or a business.</p>	

	Explain the three dimensions of the product mix.	2
19	What is Markup Pricing?	2
20	Who are Agents? Give examples	2
21	Define ATL and BTL Communication	2
22	Creating a good public image among all the stakeholders is essential. What is called as Public Relations?	2
23	Consumer products can be divided on the basis of the time and effort the buyer is willing to take out for the purchase of the product. Convenience Products are goods that a customer purchases frequently, with minimum effort and time to make a buying decision. Explain the three categories of convenience products with examples.	3
24	Skimming involves setting a very high price for a new product initially and to reduce the price gradually as competitors enter the market. It is remarked, launching a new product with high price is an efficient device for breaking up the market into segments that differ in price elasticity of demand. List the conditions when Skimming Pricing Policy is very effective.	3
25	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 (3) factors concerned with the consumer or the market.	3

26	List the differences between a Wholesaler and a Retailer.	3
27	Explain Off-the Shelf Offers with examples	3
28	Packaging is an important component of a product as an attractive pack is the most important factor in impulse purchases. The basic functions of a pack are to attract the potential customer's attention, protect the product that is packed and reveal its identity. Explain the four types of packaging in detail.	5
29	Explain various external factors to be kept in consideration while deciding price of a product.	5
30	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 in detail.	5