



INDIAN SCHOOL AL WADI AL KABIR

First Rehearsal Examination 2022-23

SUB: MARKETING (812)

Date: 03/12/2022

Time Allowed: 3 hours

Class: XII

Maximum Marks: 60

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.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1	Answer any 4 out of the given 6 questions on Employability Skills	(1 x 4 = 4 marks)
i	<p>“Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence.”</p> <p>A. Neil Patel B. Helen Keller C. Philip Kotler D. Seth Godin</p>	1
ii	<p>Ashely 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. Identify the Cluster Ashley belongs to _____</p> <p>A. Cluster C: Anxious B. Cluster B : Emotional and impulsive C.Cluster A : Suspicious D.Cluster D : Repetitive Disorder</p>	1
iii	<p>Once a shape is inserted in a slide, you can use the Properties tab to make changes to the shape, such as colour, size, position, direction, etc.</p> <p>A. Layout B. Properties C. Insert D.View</p>	1
iv	<p>Electronic spreadsheets have many options to make your content look neat and easy to read. This is called _____</p> <p>A. Editing B. Template formation C. Formulating D. Formatting</p>	1

v	<p>These Entrepreneurs use their technical expertise to create and offer machines, tools, and methods. They constantly innovate to make industrial processes seamless and efficient. _____</p> <p>A. Technical entrepreneurs B. Non-Technical entrepreneurs C. IT entrepreneurs D. Non- IT entrepreneurs</p>	1
vi	<p>The Ministry of Urban Development, Government of India, has classified solid waste in _____ categories based on the source of origin and type of waste.</p> <p>A.13 B.12 C.14 D.11</p>	1

Q. 2	Answer any 5 out of the given 7 questions	(1 x 5 = 5marks)
i	<p>They can be categorized into installations like lifts, mainframe computers etc and equipment's like fax machines, EPBX machines. Installations are major purchase for the organization. Equipment's include hand tools and office equipment's like personal computers, laptops.</p> <p>A. Supplies and Business Services B. Manufactured materials and Parts C. Capital Items D. Industrial Products</p>	1
ii	<p>Middlemen also introduce their own brands, which makes the competition even tougher further lowering profits in industry. Identify the stage</p> <p>A. Maturity Stage B. Decline Stage C. Introduction Stage</p>	1

	D. Growth Stage	
iii	<p>Packaging as a function has two separate dimensions - the physical aspects related to the science and technology and the _____ aspect related to the art of product design associated with buyer behavior.</p> <p>A. value B. design C. physiological D. behavioral</p>	1
iv	<p>The basic functions of a pack are to attract the potential customer's attention, protect the product that is packed and reveal its identity. It is an essential tool for two categories of people – first, end-users of a product: and second, _____.</p> <p>A. retailers B. wholesalers C. manufacturers D. consumers</p>	1
v	<p>While analyzing packaging costs, what are the other costs to be added?</p> <p>A. It is essential to understand that while analyzing packaging costs, the other costs like handling, storage, insurance, and transit costs are also added.</p>	1
vi	<p>Strip package and Multiple package are subdivisions of</p> <p>A. A dual use package B. A Bulk Package C. An Industrial Package D. A consumer Package</p>	1
vii	<p>all the prepackaged foods sold in the country are required to comply with the Food and Safety Standards (Packaging and Labeling) Regulations _____ issued by the Food Safety and Standards Authority of India functioning under the Ministry of Health and Family Welfare.</p> <p>A.2012 B.2011 C.2013 D.2014</p>	1

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i	<p>Define “Right Price”?</p> <p>Right price denotes the level of price which can cover all these expenditures on the final product and brings some profit to the firm.</p>	1
ii	<p>In an oligopoly, there are only a few sellers which follow one big seller who acts as the price leader and try to stabilize their prices simultaneously. No firm is willing to engage in price wars. They may even forego maximizing profits in times of prosperity or short supply. Identify the concept explained above.</p> <p>A. Price War Strategy B. Price Stabilization C. Market Leader D. Profit Minimization</p>	1
iii	<p>In Case of necessity goods, the demand for a product is _____</p> <p>A. Inelastic, a high price may be fixed. B. Elastic, a low price may be fixed. C. Inelastic, a low price may be fixed. D. Elastic, high price may be fixed.</p>	1
iv	<p>Define Bullish attitude and Bearish attitude.</p> <p>During a boom-period in the economy, when market conditions are favourable due to „bullish attitude“ or inflationary trend, firms can afford to fix higher prices of their products.</p> <p>On the other hand, during slump-period when market conditions are unfavourable due to „bearish attitude“, firms have to lower the prices of products to keep the business going and to clear off their old stocks.</p>	1
v	<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. Identify the concept explained.</p> <p>A. Product Differentiation B. Product Variation C. Product Version</p>	1

	D. Product Diversification	
vi	<p>Identify the pricing policy, which is very effective under the following conditions</p> <p>I. Where little is known about price elasticity of the product.</p> <p>ii. Where the market can be broken down into segments with different price elasticity of demand.</p> <p>iii. Where the firm is making an effort to „up market“ its product so as to improve further on quality, service and expenditure on marketing costs and so capitalizes on its efforts.</p> <p>A. Penetration pricing policy</p> <p>B. Skimming pricing policy</p> <p>C. Demand oriented pricing policy</p> <p>D. Cost-plus pricing policy</p>	1
vii	<p>This is an easy method as there is no need to estimate the price elasticity, demand, or various product costs. Name the method.</p> <p>Going rate pricing</p>	1

Q.4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	<p>Buying, selling and risk bearing functions comes under _____</p> <p>A. Wholesale-Retail Functions</p> <p>B. Facilitating Functions</p> <p>C. Logistical Functions</p> <p>D. Transactional Functions</p>	1
ii	<p>The process of keeping the goods, purchased from different places, at a particular place is called as _____</p> <p>A. warehousing</p> <p>B. storing</p> <p>C.assembling</p> <p>D.Logistics</p>	

iii	<p>What are the facilitating functions of the channel include?</p> <p>Facilitating functions of the channel include post-purchase service and maintenance, financing, market information etc.</p>	1
iv	<p>Negotiation in terms of quality of product, guarantee, after sale services and finally price takes place after the transfer of ownership is done.</p> <p>A. True B. False</p>	1
v	<p>What are mom and pop shops?</p> <p>Consumer goods like oils, cloths, sugar, pulses and soaps etc sold through nearby retail outlets also called mom and pop shops.</p>	1
vi	<p>List the (8) basis on which marketing and selling can be differentiated upon.</p> <p>The marketing and selling can be differentiated on the basis of (i) Scope (ii) Objective (iii) Focus (iv) Start and end (v) Efforts (vi) Supremacy (vi) Approach (viii) Demand</p>	1

Q.5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	<p>“Any activity which aids value to a product or service for a limited time period by offering an incentive to purchase” is called as _____</p> <p>A. Promotion B. Sales Promotion C. Word of Mouth D. Persuasion</p>	1
ii	<p>_____ may lead to price wars which have a destructive effect on firm’s profitability.</p> <p>A. Gaining Intermediary Support B. Discriminating among users C. Deflecting attention from price D. Supply-Demand</p>	1

iii	<p>Payment, non-personal, Identifiable source, and Ideas, products and services are elements of _____</p> <p>A. Advertising B. Direct Selling C. Personal Selling D. Word of communication</p>	1
iv	<p>Flexibility of immediate insertion is an advantage of</p> <p>A. Magazine Advertising B. Yellow Page Advertising C. Tele Marketing D. Newspaper Advertising</p>	1
v	<p>What are Cash Rebates?</p> <p>Cash Rebates -The customer is invited to collect tokens from a number of packs and send them to receive cash voucher.</p>	1
vi	<p>What is Cash Share-Out?</p> <p>A sum of fixed money is divided among all those returning the requisite number of proofs of buying the product or service.</p>	1

Q.6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i	<p>A bottle of Coke is not a service, but it can be served to you. A ride in Delhi Metro is a service, but not the metro itself. A service can be rightly called, a deed, a performance, _____.</p> <p>an effort.</p>	1
ii	<p>Abbreviate PPP _____</p> <p>Purchasing power parity (PPP)</p>	1
iii	<p>Today, anyone with an online business along with offline businesses can participate in online marketing by creating a website and building customer acquisition campaigns at little to no cost. Those</p>	

	marketing products and services also have the ability to experiment with optimization to fine tune their campaigns ‘efficiency and ROI .	1
iv	_____ is, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others. A. Twitter B. Instagram C. LinkedIn D. Facebook	1
v	What is a Foursquare? Foursquare is a location-based social networking website, where users can check into locations via a Swarm app on their smart phones. Foursquare allows businesses to create a page or create a new/claim an existing venue.	1
vi	CMS Stands for A. Copyrights Managing Securities B. Copyright Management System C. Content Managing System D. Content Management System	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.

Q7	<p>Abbreviate SMART and explain.</p> <p>S: Specific Goals should be stated in specific terms. Vague goals are difficult to attain.</p> <p>M: Measurable Goals should always be measurable. If we do not set our goals in measurable terms, it is difficult to assess whether we have achieved them or not.</p> <p>A: Action-oriented Goals do not just come true on their own. Effective goal setting should include action-based steps that one will follow to achieve the goal.</p>	2
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	<p>R: Realistic There are few things more damaging to our sense of self-efficacy than setting ourselves up for failure.</p> <p>T: Timely Goals must have deadlines.</p> <p>Marking Scheme: Abbreviation – 1 Mark Explanation – 1 Mark</p>	
Q8	<p>Suicidal threats and acts of self-harm are common in people with such a personality disorder. Identify the personality disorder and explain.</p> <p>People with <i>borderline personality disorder</i> essentially lack a sense of self-worth, and thus, experience feelings of emptiness and fears of abandonment. There is a pattern of emotional instability, violent outbursts and impulsive behaviour. They may have difficulty in dealing with stressful events.</p>	2
Q9	<p>Define</p> <p>a. An Active Cell</p> <p>b. A Cell Range</p> <p>When a single cell is selected it is called active cell. When a number of cells is selected, it is called cell range.</p> <p>Marking Scheme:</p> <p>a. 1 Mark</p> <p>b. 1 Mark</p>	2
Q10	<p>What is Entrepreneurship development?</p> <p>Entrepreneurship development refers to the process of enhancing entrepreneurial skills and knowledge through structured training and institution building programmes. It focusses on an individual, who wishes to start or expand a business.</p>	2
Q11	<p>What is Time Management and what does it include?</p> <p>Marking Scheme: Definition – 1 Mark Includes - 1 Mark</p> <p>Time management is the process of planning and following a conscious control of time spent on specific activities. It is the ability to use one's time well.</p>	2

	<p>Time management includes the following.</p> <p>1. Planning well 2. Setting goals 3. Setting deadlines 4. Giving important work responsibilities to other people in a team 5. Conducting the most important tasks first.</p>	
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Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

Q12	<p>What is Package? What are the three essential roles of a package?</p> <p>It is another important component of the total product personality, particularly in packaged consumer products.</p> <p>The package performs three essential roles: • Ensures protection to the product • Provides information about the product • Increases aesthetics and sales appeal.</p>	2
Q13	<p>As an element of the marketing-mix, a firm’s pricing strategy should be directed towards the achievement of specific marketing-objectives which would lead to the accomplishment of overall organisational objectives. Explain the Public Relations Objectives</p> <p>Public Relations’ Objectives</p> <ul style="list-style-type: none"> • Enhancing Public Image of the Firm: A company’s public image is important to its success. Every company has an identity representing what it has done to convey the public about its product, packages, trademarks, brand names, employees and the marketing programme. This image is deeply influenced by how the company handles the delicate and sharp weapon of pricing. • Resource Mobilization: Resource Mobilizing 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. 	2
Q14	<p>Promotion element of marketing mix performs many important functions, explain any four (4).</p> <ol style="list-style-type: none"> 1. Information: It informs (awareness and education) customers about the launch of new product/service/idea and the place of availability. 2. Persuasion: The promotion is to persuade the customers to use one particular brand in this brands-cluttered world. 3. Remind: Promotion has to continuously remind the customers of the brand and enforce customer loyalty, It is true not only during normal times, but even when the product is in shortage, so that customers do not forget 	2

	<p>your brand. During the World War II Bourn Vita was in short supply, yet the company continued to advertise for this very purpose.</p> <p>4. Relationship: Promotion is meant to create relationships through constant promotion and involvement of customers with the marketer so as to create a lifetime relationship with them.</p> <p>5. Adds value: Promotion creates value by influencing consumers' perceptions.</p> <p>6. Assists other company efforts: Promotion accomplishes goals, assists sales representatives, and enhances the results of other marketing communications.</p>	
Q15	<p>What is e-Commerce?</p> <p>Electronic commerce or e-commerce involves a wide range of online business activities for exchanging products and services. It also relates to "any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact."</p>	2
Q16	<p>How does branding help in creating product differentiation? Does it help in marketing of goods and services? Explain.</p> <p>Branding helps a firm in distinguishing its products from that of its competitors. This helps the firm to secure and control the market for its products. If products were sold by generic names, it would be very difficult for the marketers to distinguish their products from its competitors. Thus, most marketers give a name to their product, which helps in identifying and distinguishing their products from their competitor's product. This process of giving a name or a sign or a symbol etc to a product is called Branding.</p>	2

Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)

Q17	<p>The marketer has to take into consideration the benefits the product can offer and present it to the customer. Further he takes it to higher levels by introducing several inputs into the basic product with inputs like advanced features, functions, unique brand name, attractive, convenient packaging, affordable price points, convenient access, meaningful communication and exclusive service from sales people. The product is enriched constantly by the marketer so as to create value, add more customer base and counter competition. Explain the below levels of approach of a product.</p> <p>a. The Augmented product</p> <p>b. The Differentiated product</p>	3
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	<p>c. The Potential product</p> <p>Marking Scheme:</p> <p>a,b,c – Each point 1 mark</p>	
Q18	<p>Function of Retailers Retail stores or retailers have strategic importance as a channel of distribution. They perform many essential functions. Explain</p> <ul style="list-style-type: none"> • Collection of goods: Retailers purchase and collect goods from large number of wholesales and manufactures to meet the needs of the ultimate consumers. • Time Utility: Retailers keep a large number of products of different varieties in stock to sell them to the customers whenever they require. Thus, they create time in searching variety of products. • Transportation: Retailers perform transportation function by carrying the goods from the wholesaler and handing them over to the ultimate consumers. Sometimes, they also provide free home delivery of products to the customers. • Financing: Retailers sell the goods on credit to the consumers and thus they increase their short-term purchasing power. In this process, they undertake the risk of bad debts. • Customer Education: Retailers educate the customers by informing them about the availability and diverse uses of new products along with their demonstration. • Spokesperson of Customers: Retailers act as the spokesperson or agents of the customers. They communicate the needs or demands of their customers to the wholesalers and manufactures. Thus, they help the customers in getting the want satisfying products and help the manufacturers in producing the products which are desired by the customers. <p>Marking Scheme:</p> <p>6 Points (Each ½ Mark)</p>	3
Q19	<p>a. What is Out-of-Home Advertising?</p> <p>b. List the Merits of Out-of-Home Advertising</p> <p>c. List the Demerits of Out-of-Home Advertising</p> <p>Out-of-Home Advertising When people think of out-of-home advertising they usually think of colorful billboards along the streets and highways. Included in the out-of-home classification, however, are benches, posters,</p>	3

	<p>signs and transit advertising (advertising on buses, subways, metros, taxicabs and trains).</p> <p>Advantages of out-of-home advertising 1. Reach to audience 2. Size and dominance 3. Different colours can be used 4. Mass viewing</p> <p>Limitations of out-of-Home Advertising 1. It draws 2-3 seconds of a reader's time; hence it is a glance medium 2. Messages must be brief to fit in 2-3 seconds time frame 3. It is not conducive to a very short, weeklong camp</p> <p>Marking Scheme:</p> <p>A – 1 mark B – 1 mark C – 1 mark</p>	
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Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

Q20	Draw a flow chart of detailed classification of goods and services.	4
Q21	<p>It implies that a firm sells the same product / service at two or more prices that do not reflect a proportional difference in costs.</p> <p>a. Identify the pricing method.</p> <p>b. Explain any (3) different forms of the above identified pricing method.</p> <p>a) Discriminatory Pricing</p> <p>b) Price discrimination occurs in many forms:</p> <p>i) Discrimination on the basis of customer segment – the product / service is sold at different prices to different customer groups, e.g. Indian Railway charges lower fare for students.</p> <p>ii) Discrimination on the basis of product form – different version of the same product are sold at different places. Based on image differences, e.g. a company may sell two varieties of a bathing soap Rs.2 and Rs 50 respectively, through the difference in their cost of Rs 10 only.</p>	4

	<p>iii) Locational discrimination – The product is sold at different prices at two places even though the cost is the same at both the places, e.g., a cinema theatre charges different prices for seats close to the screen and higher for the seats located far off ie different for ground floor and balcony seats.</p> <p>iv) Time discrimination – Prices differ according to the season or time of the day. Public utilities like taxi charge higher rate at night. Similarly, 5 star hotels charge a lower price for their rooms during off-season</p> <p>v) Image discrimination – the same product is priced at different levels on the basis of difference in image, e.g. a perfume company may price its perfume @ 500 Rs each in an ordinary bottle and @ 1000Rs in a fancy bottle with a different name and image.</p> <p>Marking Scheme:</p> <p>A – Identification (1 mark) B – Each heading (1/2 mark) plus explanation(1/2 mark)</p>	
Q22	<p>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 the factors pertaining to the middlemen.</p> <p><u>The following are the main factors concerned with the middlemen:</u></p> <ul style="list-style-type: none"> • <u>Services Provided by Middlemen</u> The selection of the middlemen be made keeping in view their services. If some product is quite new and there is the need of its publicity and promotion of sales, then instead of adopting the agency system, the work must be entrusted to the representatives. • <u>Scope or Possibilities of Quantity of Sales</u> The same channel should be selected by means of which there is the possibility of more sales. • <u>Attitude of Agents towards the Producers' Policies</u> The producers generally prefer to select such middlemen who go by their policies. Very often when the distribution and supply policies of the producers being disliked by the middlemen, the selection of middlemen becomes quite limited. • <u>Cost of Channel of Distribution</u> While selecting the channel of distribution, the cost of distribution and the services provided by the middlemen or agents too must be kept into consideration. The producers generally select the most economical channel. <p>Marking Scheme:</p> <p>Each heading plus explanation – ½ plus ½</p>	4

Q23

It offers short term pursuits. This aims to increase the sales and dispose of stocks in a short span of time. It involves use in markets where a larger number of customers exists and the product is of low value comparatively.

4

- a. Identify the concept explained above
- b. Explain the objectives of the above identified concept.

Ans. Sales Promotion

Objective of Sales Promotion

1. Increased trial: Existing customers will increase the sales volume as they will buy in bulk.

2. Increasing Loyalty: Loyalty keeps customers buying even when it is no more the cheapest and the best.

3. Widening Usage: Here the marketer has to tell the users of other uses.

4. Creating Interest: Value promotions that create interest are characterized by humor, inventiveness, typically and style through - being the first to offer a new product as a promotional medium, linking up with a new celebrity or relevant charity or finding a totally new way to do something that people enjoy doing.

5. Creating awareness: Though this job is left to advertising, but there are number of sales promotions very effective at making people aware of products through joint promotions with other product or service which is already well known in the market.

6. Deflecting Attention from Price: It may lead to price wars which have a destructive effect on firm's profitability.

7. Gaining Intermediary Support: Specific programmes directed at wholesalers, retailers, agents, distributors to gain distribution, display, and cooperative advertising, introducing new customers, sales promotion is a must.

8. Discriminating among users: Usage varies from time to time. In case of airlines, train companies, and leisure facilities, customers are motivated by price. They book early and on-line. Particular groups are given additional benefits.

9. Restoring Brand Perceptions and deflecting attention from Complaints after operational Mishandling of customer accounts: The companies offer special sales promotion benefits to those who complain.

Marking Scheme:

Identification - 1 mark

Explanation - 9 heading plus explanations (3 marks) Every 3 points 1 mark

Q24	<p>It is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organisations and individuals.</p> <p>a. Identify the concept explained above.</p> <p>b. Explain any three (3) advantages of the above identified concept.</p> <p>Online Marketing</p> <p>Ans.</p> <p>1. Brand Awareness: There are a number of ways brands can use online marketing to benefit their marketing efforts. The use of online marketing in the digital era not only allows brands to market their products and services and creates brand awareness. It also allows for online customer support through 24/7 services to make customer feel supported and valued.</p> <p>2. Measure Impact: A key benefit of using online channels for marketing a business or product is the ability to measure the impact of any given channel.</p> <p>3. Acquiring Valuable Customers: it helps to find how visitors acquired through different channels interact with a website or landing page experience. Of the visitors that convert into paying customers, further analysis can be done to determine which channels are most effective at acquiring valuable customers.</p> <p>4. Use of Analytics: Analytics on web or mobile app experiences can help determining which online marketing channels are the most cost-effective at acquiring customers.</p> <p>5. Better medium: Through data we can get a quick view of which channels are effective at acquiring and driving higher lifetime value for customers as there are different mediums such as email marketing, online advertising, and mobile marketing, to find which drives repeat purchases to prior customers.</p> <p>6. Customer Analysis: Helps to analyse group of customers that have strong engagement behaviour and high potential for upsell for higher engagement.</p> <p>Marking Scheme:</p> <p>Identification - 1 mark</p> <p>3 Advantages with headings and explanations – 3</p>	4
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