



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

CLASS XII- ASSESSMENT I -2023-24

DATE: 26/09/2023

MARKETING (812)

MARKS: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of 24 questions in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. All questions of a particular section must be attempted in the correct order.

5. 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.

6. 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)	Marks
i.	Ravi has feelings of emptiness, abandonment and suicide. What type of personality disorder is this? a. Borderline b. Dependent c. Avoidant d. Obsessive	1
ii.	_____ is about understanding one's own needs, desires, habits, traits, behaviours and feelings a. Self-awareness b. Personality disorder c. Motivation d. Personality	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 _____. a. self-doubt b. lack of plan	1

	<ul style="list-style-type: none"> c. selecting the right business idea d. risk taking 	
iv.	<p>Individuals, who focus on developing solutions that benefit the society, are called _____ entrepreneurs.</p> <ul style="list-style-type: none"> a. Technical entrepreneurs b. Non-technical entrepreneurs c. Social entrepreneurs d. IT entrepreneurs 	1
v.	<p>A _____ is an electronic document, which has rows and columns. It is used to store data in a systematic way and do calculations.</p> <ul style="list-style-type: none"> a. Spreadsheet b. Word c. Calculator d. Electronic sheet 	1
vi.	<p>Sarah has a natural ability to strike up conversations and make friends wherever she goes. Whether it's a casual get-together with friends or a corporate networking event, Sarah has a knack for making any gathering lively and enjoyable.</p> <p>It can be rightly said that, Sarah is _____</p> <ul style="list-style-type: none"> a. Introvert b. Extrovert c. Neurotic d. Self-disciplined 	1

Q. 2.	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	Marks
i.	<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"> a. Homogeneous products b. Heterogenous products c. Consumer products d. Services 	1
ii.	<p>A _____ 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.</p> <ul style="list-style-type: none"> a. Brand b. Logo c. Trademark d. Label 	1
iii.	<p>_____ 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.</p> <ul style="list-style-type: none"> a. Odd Pricing b. Everyday low pricing c. Premium pricing d. Psychological pricing 	1

iv.	Under which function performed by channel of distribution are buying, selling and risk bearing functions performed? a. Transactional function b. Logistical function c. Facilitating function d. Facilitating agencies	1
v.	Eureka Forbes, the company which markets vacuum cleaners and water purifying equipment. It believes that if the market is in the customer's house, the best way to get there is to knock at the door. The company has clearly demonstrated that door-to-door selling can be effective in Indian conditions. One benefit of this method is that the company has complete control over the product, its image at all stages and the user experience. Identify the channel of distribution adopted by Eureka Forbes.	1
vi.	Who out of the following usually makes profits from commission for the service they provide? a. agent b. distributor c. retailer d. wholesaler	1
vii.	It involves putting the names of all entrants in a computer and deciding winners by chance	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 _____. a. Place b. Product c. Promotion d. Price	1
ii.	Whose report predicted that the OOH sector is projected to grow @10% over the next 5 years? a. FICCI-KPMG report b. EESL c. IGBC d. AMA	1
iii.	Radha found a worm crawling out of newly opened tetra pack of juice manufactured by a reputed company, Zest Ltd. She went back to the shopkeeper from whom the pack was purchased who directed her to call up the customer care centre. When all her efforts fell free, she went to a consumer activist, group to seek advice. The group decided to help Radha and take measures to impose restrictions on the sales of the firm's products of the particular batch and urge customers to refrain from buying the products of the company.	1

	<p>Zest Ltd. lost its image in the market. The CEO gave the responsibility of bringing back the lost image of the company to the Manager.</p> <p>Suggest an element of promotion which will help the Manager to win back its customers and get the firm out of the above crisis.</p>	
iv.	<p>Consumer goods like oils, cloths, sugar, pulses and soaps etc sold through nearby retail outlets also called mom and pop shops.</p> <p>Identify the level of distribution highlighted in the above case.</p>	1
v.	<p>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 _____ product.</p> <p>a. Convenience goods b. Industrial goods c. Homogenous goods d. Specialty goods</p>	1
vi.	<p>_____ 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.</p> <p>a. Primary b. Secondary c. Transport d. Temporary</p>	1
vii.	<p>Arjun 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. Arjun informed his friends that the place is too expensive as compared to their regular restaurants.</p> <p>Identify the demand-based method of pricing given in the above scenario</p>	1

Q. 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	<p>If a company wants to build a good “corporate image”, Which of the following marketing communication mix tools, it will probably use</p> <p>a. Direct Marketing b. Online Marketing c. Public Relation d. Advertising</p>	1
ii.	<p>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 _____</p> <p>a. Potential Product b. Augmented Product</p>	1

	c. Differentiated Product d. Generic Product	
iii.	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 the aspect of production highlighted in the above given case	1
iv.	Availability of quality goods at competitive price _____ social welfare in society. a. neutralizes b. minimizes c. maximizes d. minimize	1
v.	The term _____ refers to the route taken by goods as they flow from the Manufacturer to the consumer. a. Channel of distribution b. retailer c. distributor d. Wholesale	1
vi.	Name any two dimensions of product mix	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	1
ii.	_____ is meaningful measure of success of a firm’s marketing strategy. a. customer survey b. Business share c. Market measurement d. Market Share	1
iii.	The second participant of distribution being Intermediaries, they are in direct negotiation between _____ a. seller and retailer b. seller and customer c. buyer and seller d. seller and salesperson	1
iv.	The _____ of the channel include post-purchase service and maintenance, financing, market information. a. Transactional function b. logistical function	1

	c. facilitating functions d. Negotiations	
v.	Promotion creates value by influencing consumers _____. a. Intermediaries b. expectations c. market needs d. perceptions	1
vi.	According to Jonah Berger, only _____ of word of mouth is online. a. 8 % b. 9% c. 2% d. 7%	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? a. Capital items b. Raw materials c. Supplies and business services d. Manufactured materials and parts	1
ii.	During a boom-period in the economy, when market conditions are favourable due to inflationary trend, firms can afford to fix higher prices of their products. Identify the attitude mentioned above	1
iii.	_____ as an objective is prevalent in industries that have a price leader. a. Place stabilization b. Promotion stabilization c. Promotion stability d. Price Stabilization	1
iv.	_____ are also involved in various activities like demonstration of product, display and contest etc. to increase the sale of products. a. negotiator b. mediator c. middlemen d. foremen	1
v.	They bring buyers and sellers together and negotiate purchase or sale on behalf of others: a. Brokers b. Wholesalers c. Retailers d. Cooperative stores	1
vi.	A large number of people are averse to: a. Newspaper Advertising	1

	b. Cinema Advertising c. Telemarketing d. Out-of-Home Advertising	
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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.	<p>After 20 years of being a successful entrepreneur in Lucknow, Ravi decided to move back to his village in Jaunpur. In his village, he decided to open a clothing store. He thought that because he had gained so much success in the city, he would open the shop with the same clothing style in the village as well.</p> <p>Initially, some people came to try out his store’s clothes but they said that the style did not match what they wanted. They wanted more variety and brighter colours. Ravi was not disappointed. He decided to learn from the failure. He sold off the old clothes to his friend in a city and bought good quality clothes from a local seller. He also put posters outside his shop, so that people would feel welcome.</p> <p>From the above given story mention the ways in which perseverance can be built.</p>	2
Q.8.	An entrepreneur, has the potential and willingness to overcome every hurdle that comes in way of the person’s entrepreneurial endeavors. Explain any two qualities that motivate an entrepreneur.	2
Q.9.	A lot is being heard about startups being founded these days. Explain the concept of a startup	2
Q.10	Mention the steps to create a new workbook in OpenOffice Calc	2
Q.11.	It takes a little time and effort to build a positive attitude. Mention any two ways to maintain a positive attitude	2

	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	Marks
Q.12.	<p>Tom, a businessman who frequently travels for work. On one of his business trips, he arrives at a tourist destination for a crucial meeting scheduled the next morning. However, as he's settling into his hotel room, he realizes that he forgot to pack his electric razor, a crucial tool for his daily grooming routine.</p> <p>Panicking because he needs to look his best for the meeting, Tom heads to the hotel's gift shop to find a solution. He discovers that they have a limited selection of personal care items, including disposable razors, but the prices are significantly higher than what he would pay at his local store. Despite the higher cost, Tom has no choice but to purchase a disposable razor to ensure he looks presentable for the important meeting the next day</p> <p>From the above given case,</p>	2

	a. Identify the category of convenience goods the disposable razor belongs to. b. Mention one feature of convenience goods.	
Q.13.	Define Price according to Stanton	2
Q.14.	State, in brief, with reasoning, whether following statement is correct or incorrect: Media is the message	2
Q.15.	There been a gradual shift from Above the line activities to Below the line Activities. Enlist the reasons for this shift.	2
Q.16.	A TV manufacturing company is spending substantial amount of money to persuade the target customers to buy its T.V. sets through advertisements, personal selling and sales promotion techniques. Identify and explain the element of marketing mix referred here.	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.	3
Q.18.	Discuss any three marketing strategies adopted at 2nd Stage of Product Life Cycle.	3
Q.19.	Examine the role of a retailer who deals on large scale in the modern business.	3

	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	Marks
Q.20.	<p>WoodCraft Furnishings." For decades, they have been known for their high-quality, handcrafted wooden furniture, and they have a loyal customer base that values their craftsmanship.</p> <p>Over time, however, WoodCraft Furnishings has been neglecting its pricing strategy. They have not adjusted their prices to reflect changes in the market, customer preferences, or production costs. This lack of attention to pricing has led to several issues within the organization.</p> <p>From the above given case, explain the importance of pricing for WoodCraft Furnishing.</p>	4
Q.21.	<p>Shreemaya Hotel in Indore was facing a problem of low demand for its rooms due to off-season. The Managing Director (MD) of the hotel, Mrs. Sakina was very worried. She called upon the marketing Manager, Mr. Kapoor for his advice. He suggested that the hotel should announce an offer of '3 Days and 2 nights hotel stay package' with free breakfast and one-day religious visit to Omkareshwar and Mahakaleshwar Temples. The MD liked the suggestion very much.</p> <p>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.</p> <p>b. Explain the various modes of the identified promotional tool</p>	4

Q.22.	<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.</p> <p>In light of the above statement, examine any four factors affecting the selection of Channels of Distribution pertaining to the consumers or markets.</p>	4
Q.23.	<p>He purchases in bulk and sell in small lots to the retailer or industrial users and is generally away from the ultimate consumers.</p> <p>Identify the marketing intermediary and explain any three of its functions</p>	4
Q.24.	<p>Explain any four functions of packaging</p>	4