



INDIAN SCHOOL AL WADI AL KABIR

First Assessment 2024-25

Marketing (812)

MARKING SCHEME


SECTION A: OBJECTIVE TYPE QUESTIONS		30 Marks
Q. 1	Answer any 4 out of the given 6 questions on Employability Skills	4*1 = 4
1	<p>Identify the following:</p> <p>The process of creating a non-fiction text about current or recent news, items of general interest or specific topic is called as _____.</p> <p>a) writing skills b) article writing c) paragraph writing d) none of these</p>	1
2	<p>Sara who has a personality disorder is detached and aloof, and prone to introspection and fantasy. She shows little interest in forming personal relationships and seems to be emotionally cold. Identify the type of personality disorder discussed here.</p> <p>Schizoid personality disorder</p>	1
3	<p>ICT Stands for _____.</p>	1
4	<p>What is a workbook? A workbook is a spreadsheet that has one or more worksheets.</p>	1
5	<p>Who are the First(1st) generation entrepreneurs?</p> <p>a) Different age group without any entrepreneurship background. b) An individual who starts at the age of 50 years without any entrepreneurship background. c) Both a) and b) d) None of the above</p>	1
6	<p>Define a 'Project Report' commonly prepared by the Entrepreneurs.</p>	1

	Entrepreneurs conduct studies to assess the market feasibility of a proposed product or service. They anticipate problems and assess quantity, quality, cost and sources of inputs required to run the enterprise. Such a blueprint of all activities is termed as a ‘business plan’ or ‘project report’.	
Q.2	Answer any 5 out of the given 7 Questions	5*1 = 5
1	<p>Panasonic produces those goods which fall under the category of electrical appliances. The close relationship of various product lines or their end use to production requirements or to distribution channels is called as _____.</p> <p>a) Product line b) Depth c) Breadth d) Consistency</p>	1
2	<p>A company is operating at a break-even level of output producing 5,000 units. The selling price per unit ₹20 and variable cost is ₹15 per unit. The fixed cost of the company would be:</p> <p>a) ₹50,000 b) ₹25,000 c) ₹5000 d) ₹ 75,000</p> <p>BEP = Total Fixed Cost / Selling Price per unit – Variable cost per unit</p> <p>5,000 = F.C/20-15 F.C = 25,000</p>	1
3	<p>What is Leader Pricing?</p> <p>Leader Pricing Under this method of pricing, the prices of one or a few items may be cut temporarily to attract customers. Such products are called “loss leaders”. Loss-leader products are mostly popular, highly advertised and purchased products.</p>	1
4	<p>List the two important aspects/elements missing in Advertising.</p> <p>Persuasiveness and the Media.</p>	1

5	<p>Which of these is a function of a retailer?</p> <p>I.Collection of Goods II.Transportation III.Grading and Packing IV.Financing</p> <p>Options:</p> <p>a) I and II b) II, III and IV c) II and IV d) I, II and IV</p>	1
6	<p>The potential product is the <u>Future Product</u> inclusive of the advancement and refinement that is possible under the existing circumstances.</p>	1
7	<p><u>Right price</u> denotes the level of price which can cover all these expenditures on the final product and brings some profit to the firm.</p>	1
Q.3	Answer any 6 out of the given 7 Questions	6*1= 6
1	<p>Goods X of a company were replaced by Goods Y of the same company. This is an example of:</p> <p>a) Product Repositioning b) Product Differentiation c) Product Elimination d) Product Diversification</p>	1
2	<p>The formula to calculate Break Even Pricing is _____.</p> <p>BEP = Total Fixed Cost / Selling Price per unit – Variable cost per unit.</p>	1
3	<p>Direct Marketing has other names. Name any (2)</p> <p>curriculum marketing, dialogue marketing “personal marketing”, relationship marketing”, and „database marketing.</p>	1

4	<p>Which type of pricing policy is suitable where little is known about the price elasticity of the product.</p> <p>a) Differential pricing b) Penetration pricing c) Perceived value pricing d) Skimming pricing</p>	1
5	<p>What takes place between manufacturers and customers before closing a deal</p> <p>a) Negotiation b) Financing c) Grading d) Maintenance</p>	1
6	<p>What are Sweepstakes/Games?</p> <p>“A sweepstake is a contest where the distribution of prizes is dependent on random distribution of predetermined winning tickets.” The participants exercise no control.</p>	1
7	<p>A deliberate alteration in the physical attributes of a product or its packaging is called</p> <p>a) Product Modification b) Product differentiation c) Product Diversification d) Product repositioning</p>	1
Q.4	Answer any 5 out of the given 6 Questions	5*1 = 5
1	<p>What are Impulse Goods?</p> <p>Impulse Goods: The consumer purchases these without any planning or search efforts. The desire to buy impulse is a result of the shopping trip. This is why impulse products are located where they can be easily noticed. Example chocolates, magazines.</p>	1
2	<p><input type="checkbox"/> This method of pricing does not ensure competitive harmony. <input type="checkbox"/> It is not safe from a company's standpoint.</p> <p>The above are the limitations of which type of pricing method?</p>	1

	DEMAND BASED PRICING	
3	Which of the following is NOT considered a type of re-seller: a) Whole seller b) Manufacturer c) Retailer d) Distributor	1
4	Write the formula for Cost Plus Pricing Selling Price = Unit total cost + Desired unit profit	1
5	Life Insurance Products and Doctor's services are examples of products. Regularly Unsought Products.	1
6	Abbreviate RPO - Reduced Price Offers	1
Q.5	Answer any 5 out of the given 6 Questions	5*1 = 5
1	Which Marketing Strategy is suitable for shopping goods based on the provided information? a) Low Pricing and minimal advertising b) High Pricing and exclusive promotions c) Moderate Pricing with heavy advertising and personal selling d) Online promotion and remote selling	1
2	_____ take possession of products but do not actually own them. Agents.	1
3	Burial Insurance and Thesaurus are examples of _____ goods. Unsought Goods.	1

4	<p>If Fixed expenses in a production unit are Rs. 54,000, variable cost per unit is Rs. 15 and selling price per unit is Rs.20; find out BEP quantity.</p> <p>BEP = Total Fixed Cost / Selling Price per unit – Variable cost per unit</p> <p>= 54,000/ 20 – 15 = 10,800 units</p>	1
5	<p>Who defined sales promotion as “non-face-to-face activity concerned with the promotion of sales. It involves the making of a featured offer to defined customers within a specific time limit.”</p> <p>a) Wilson b) McDonald and Philip Kotler c) McDonald and Wilson d) Philip Kotler</p>	1
6	<p>Favourable market-conditions due to _____ or inflationary trend, encourage firms to fix higher prices of their products.</p> <p>Bullish Attitude.</p>	1
Q.6	Answer any 5 out of the given 6 Questions	5*1 = 5
1	<p>In which stage, the firm seeks to build brand preference and increase market share.</p> <p>a) Introduction b) Growth c) Maturity d) Decline</p>	1
2	<p>A perfume company may price its perfume @ 500 Rs each in an ordinary bottle and @ 1000Rs in a fancy bottle is an example of _____ discrimination.</p> <p>IMAGE DISCRIMINATION.</p>	1
3		1

	Heart Surgery is an example of _____ Product. SPECIALTY PRODUCT	
4	What is the most common form of price promotion? Reduced Shelf Price	1
5	A distributor carries products from a single brand or company.	1
6	Long lead time, limited flexibility in terms of an ad placement and format, space and ad layout costs are higher are limitations of _____ advertising. Magazine Advertising.	1
SECTION B: SUBJECTIVE TYPE QUESTIONS		30 Marks
	Answer any 3 out of the given 5 questions on Employability Skills. Answer each question in 20-30 words.	3*2 = 6
7.	a. What is an Imperative sentence? b. What is an Exclamatory sentence? These sentences show an order, command, request or advice. It can end with a full stop or an exclamation mark (or!) An exclamatory sentence expresses a strong emotion, such as joy, sadness, fear or wonder. It always ends with an exclamation mark (!)	2
8.	Differentiate between Technical and Non-Technical Entrepreneurs Technical entrepreneurs The Industrial Revolution gave birth to technical entrepreneurs, who use their technical expertise to create and offer machines, tools and methods. They constantly innovate to make industrial processes seamless and efficient. Technical entrepreneurs use their technical knowledge and skills to innovate. Non-technical entrepreneurs These entrepreneurs use their expertise in providing services to create a market for technical entrepreneurs. Their expertise is in non-	2

	technical aspects of a product or service, i.e., they are not concerned with the manufacturing process but have more to do with before and after the manufacturing process.	
9.	<p>Write a note on Obsessive-compulsive personality disorder</p> <p>Obsessive-compulsive personality disorder:</p> <p>People with such a disorder strongly stick to rules and regulations. They can be characterised by a general pattern of excessive concern with orderliness, perfectionism and attention to details. They feel extremely uncomfortable when unable to achieve perfection. They may even neglect personal relationships to focus on making a project perfect.</p>	2
10.	<p>List down the steps to protect a Spreadsheet.</p> <p>1. Click on Tools and select Protect Spreadsheet 2. A Protect Document dialog box appears 3. Type in a password 4. Type the same password in the Confirm textbox. 5. Click on OK.</p>	2
11.	<p>Write a note on Schizotypal personality disorder.</p> <p>Schizotypal personality disorder: People with this type of personality disorder believe that they can influence other people or events with their thoughts. They often misinterpret behaviours. This causes them to have inappropriate emotional responses. They may consistently avoid having intimate relationships.</p>	2
	Answer any 3 out of the given 5 questions in 20-30 words.	3*2 = 6
12.	<p>Industry sales peak and decline as the size of potential markets begins to shrink and wholesaler and retailer support decreases because of declining profit margins. Middlemen also introduce their own brands, which makes the competition even tougher further lowering profits in industry. During this stage the marketers are focusing effort on extending the lives of their existing brands. Explain the <i>Marketing Strategies</i> that would be used during the stage explained above.</p> <p>MATURITY STAGE:</p>	2

	<p>1. Product managers have to play a vital role for carving a niche within a specific market segment through enhanced service, image marketing and by creating new value image and strengthening through repositioning.</p> <p>2. They should also consider modifying the market, product and marketing mix to fight competition and take it closer to the customer so as to register adequate profits to remain in the business.</p>	
13.	<p>Define the following Pricing Policies</p> <p>a. Price Lining b. Resale Price Maintenance</p> <p>a. Price Lining This method is used extensively by retailers. In this, a retailer usually offers a good, better and best assortment of products at different price levels. For example, a retailer of readymade shirts may sell them at three prices: Rs. 90 for the economy choice, Rs. 150 for the medium quality and Rs. 500 for highest quality. Price lining simplifies pricing decisions in the future as retail prices are already set.</p> <p>b. Resale Price Maintenance This type of pricing considers three parties, the manufacturer, the distributor of the manufacturer's products (who buys the products in bulk), and the consumer. Under this policy, the manufacturer sets the price below which his/her manufactured product will not be sold to the distributors or consumers. He/she may enter into a formal agreement with the distributors of product to not sell below this fixed price in any situation. The basic purpose of this policy is to protect the interest of the manufacturer and create a positive brand-image in the market.</p>	2
14.	<p>Channels of distribution help in smooth flow of goods by creating possession, place and time utilities. The functions performed by the middlemen in distribution channels may be grouped into three categories Explain the function that involves in the physical exchange of goods.</p> <p>Logistical Functions: The functions involved in the physical exchange of goods are called logistical function. The goods are produced by producer /manufacturer and assembled in different assembly lines. Assembling refers to the process of keeping the goods, purchased from different places, at a particular place. Assembling of goods is done only after they</p>	2

	have been bought. Not only assembling but also storage, grading, sorting and transportation are essential for physical exchange of goods which forms logistical functions of physical distribution.	
15.	<p>Explain any (2) Prize Promotions</p> <p>Prize Promotions: Prize Promotions include free prize draws, sweepstakes, and competitions.</p> <p><input type="checkbox"/> Free Prize Draws (and lotteries): It involves putting the names of all the entrants in a computer and deciding winners by chance.</p> <p><input type="checkbox"/> Sweepstakes/Games: “A sweepstake is a contest where the distribution of prizes is dependent on random distribution of predetermined winning tickets.” The participants exercise no control.</p> <p><input type="checkbox"/> Competitions: A competition is a contest where the winner is determined on the basis of exercise of skill.</p>	2
16.	<p>List any (2) advantages of OOH Advertising</p> <p>Advantages of out-of-home advertising</p> <ol style="list-style-type: none"> 1. Reach to audience 2. Size and dominance 3. Different colours can be used 4. Mass viewing 	2
	Answer any 2 out of the given 3 questions in 30-50 words	2*3 = 6
17.	<p>Explain any (3) factors influencing the Product Mix</p> <p>FACTORS INFLUENCING PRODUCT MIX</p> <ol style="list-style-type: none"> 1. Market demand: The demand of the product determines whether the product should be manufactured or its production discontinued. New products are introduced in the market after the need of the product is identified. 2. Cost of product: The Company can develop products which are low in costs and produce those products. Nirma, washing powder, a low-priced product was launched to counter Surf which was priced high. 3. Quantity of production: The Company can add more items on its product line in case the production of the new product is to be made on large scale. 	3

	<p>4. Advertising and distribution factors: An organization does not incur any additional efforts to advertise or distribute when the company adds one or more products to its product line.</p> <p>5. Use of residuals: In case the by-products can be developed or utilized; a company should produce such products. Sugar manufacturing companies can also use molasses.</p> <p>5. Competitor's action: In order to meet the competition/market a firm may decide to include or eliminate a product.</p> <p>6. Full utilization of marketing capacity: The Company can start to produce another product to utilize the capacity completely if the existing marketing resources are not being utilized.</p> <p>7. Goodwill of the company: When the company has good reputation in the market, new product can be launched without much difficulty.</p>	
18.	<p>There are various conditions favouring Penetration Pricing Policy, Explain any (3).</p> <p>The conditions favouring Penetration Pricing policy are:</p> <ol style="list-style-type: none"> 1. Where there is high price elasticity of demand, i.e., the firm is depending on low prices to attract more customers to new product. 2. Where large economies are possible, it is because larger sales volume means lower unit. 3. Where there is a strong threat of competition and only a low price can ward off the potential entrants to the market. 4. Where there is utilized capacity: it is because; the price policy that increases the demand has no meaning unless the firm is in a position to meet the demand created. 5. Where market segments are not there so that high price may be accepted. 6. When substitute product is available in the market. 	3
19.	<p>“Any activity which aids value to a product or service for a limited time period by offering an incentive to purchase.”</p> <p>State any three objectives of the concept defined.</p> <p>Objective of Sales Promotion</p> <ol style="list-style-type: none"> 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. 	3

	<p>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.</p> <p>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.</p> <p>6. Deflecting Attention from Price: It may lead to price wars which have a destructive effect on firm's profitability</p> <p>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.</p> <p>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.</p> <p>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.</p>	
	Answer any 3 out of the given 5 questions in 50-80 words	3*4 = 12
20.	<p>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 as a factor affecting the selection of promotion mix.</p> <p>Push and Pull Strategies: 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 <i>push strategy</i>. The push strategy is closely related to the "Selling Concept". It emphasizes more of personal selling (hard selling) along with advertising and other trade promotional measures. The manufacturer promotes goods to wholesalers, wholesalers in turn promote to the retailers and retailers persuading the consumers to buy.</p>	4

	<p>On the other hand, the pull Strategy emphasizes on consumers. If the customer demands particular goods from the retailer and the retailers want the same from the wholesalers and the wholesalers in turn asking the manufacturers to provide that kind of goods. Thus, here it is the customer to wholesaler who is pulling the cord. The advertising by the manufacturer may persuade the consumer to ask for the goods to their retailers. Retailers in turn will ask the wholesalers and the wholesalers to manufacturer. The pull strategy works well during recession. The marketing manager will have to decide whether to use push or pull strategy.</p>	
21.	<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 any (4) factors pertaining to the Middlemen.</p> <p>Factors Pertaining to the Middlemen</p> <p>The following are the main factors concerned with the middlemen:</p> <ul style="list-style-type: none"> □ Services Provided by Middlemen. 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. □ Scope or Possibilities of Quantity of Sales. The same channel should be selected by means of which there is the possibility of more sales. □ Attitude of Agents towards the Producers' Policies. 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. □ Cost of Channel of Distribution. 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. 	4
22.	Elucidate any (4) differences between a Wholesaler and a Retailer	4

	Wholesaler	Retailer	
	<ol style="list-style-type: none"> 1. Deals in large quantities and on a large scale 2. Handles a small number of items and varieties 3. First outlet in the chain of distribution 4. Sells to retailers and industrial users 5. Receives goods from manufacturers/producers 6. Location of a wholesaler's shop is not very important 7. Window display is not very important 8. Sells at a very low margin of profit as turnover is very fast 9. Do not provide after-sale service 	<ol style="list-style-type: none"> 1. Deals in small quantities and on small scale 2. Handles a large number of items and varieties 3. Second outlet in the chain of distribution 4. Sells to consumers 5. Receives goods from wholesalers and sometimes from the manufacturers 6. Location of retailers's shop near the residential areas is very important 7. Window display is a must to attract customers 8. Sells at a higher margin of profit as he has to spend on window display and pay higher rent for accommodation in a central place 9. Provide after-sale service 	
23.	<p>This phase marks the launch of the product in the market. Explain the (4) Marketing Strategies of this stage.</p> <p>MARKETING STRATEGIES IN INTRODUCTION STAGE</p> <ol style="list-style-type: none"> 1. Products are promoted to create awareness and also develop market for the product. 2. The pricing of the product may be low to increase penetration and expand the market share or high priced to recover the development costs. 3. Distribution can be selective till consumers show acceptance of the product. 4. Marketing communication seeks to educate and enhance the product awareness. 		4
24.	<p>It focuses on communicating with the target market. Thus, it <i>informs, persuades</i> and <i>reminds</i> the target group of the availability of the product, the place where it is available, and the price of the product. It is a fact of life and is essential for every business. Explain any (4) importance of the concept explained.</p> <p>Importance of Promotion</p> <p>Promotion element of marketing mix performs the following functions:</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. 		4

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 your brand. During the World War II Bourn Vita was in short supply, yet the company continued to advertise for this very purpose.

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.

5. Adds value: Promotion creates value by influencing consumers' perceptions.

6. Assists other company efforts: Promotion accomplishes goals, assists sales representatives, and enhances the results of other marketing communications.