

Roll No

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Candidates must write the Code on the title page of the answer-book.

- Please check that this question paper contains **8** printed pages.
- Code number given on the right hand side of the question paper should be written on the title page of the answer book by the candidate.
- Please check that this question paper contains 34 questions.
- **Please write down the Serial Number of the question before attempting it.**
- 15 minutes time has been allotted to read this question paper. The question paper will be distributed at 08.40 a.m. From 08:45 a.m. to 09.00 a.m., the students will read the question paper only and will not write any answer on the answer book during this period.

**MARKETING****Time Allowed: 3 hours****Date: 21/01/2025****Maximum Marks:60****Instructions:**

1. This question paper contains **24 questions** in two sections - Section A & 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.

	<b>SECTION A: OBJECTIVE TYPE QUESTIONS</b>	Marks
Q.1	<b>Answer any 4 out of the given 6 questions on Employability Skills (1*4 = 4 Marks)</b>	
i	Communication involves a sender, who _____ and sends a message through a channel, and a receiver, who _____ the message and gives feedback.	1
ii	Which is not a way to manage stress?  A. Analysing what is going wrong B. Pondering over past issues C. Practising meditation and yoga D. Maintaining accomplishment sheet	1
iii	_____ is/are a cluster of thoughts, emotions and behaviour which makes every individual unique to one another. A. Temperament B. Traits C. Personality D. Character	1
iv	Shortcut to make text slanting is _____.	1
v	The word entrepreneur is derived from the French word _____.	1
vi	The total forest and tree cover is _____ of the country's geographical area.  A. 24% B. 26% C. 25% D. 27%	1
Q.2	<b>Answer any 5 out of the given 7 questions (1*5 = 5 Marks)</b>	
i	Draw a 3-Level Channel of Distribution	1
ii	Define Price as per Stanton.	1
iii	Which of these is a function of a retailer?	1

	<p>I. Collection of goods  II. Transportation  III. Grading and packing  IV. Financing</p> <p>Options:  A. I and II  B. II, III and IV  C. II and IV  D. I, II and IV</p>	
iv	<p>Which of these is not an internal factor which affects the price?</p> <p>A. Size of organisation  B. Cost of product  C. Nature of goods  D. Demand</p>	1
v	<p>_____ are the goods used in producing the finished goods. They include tools, machines, computers etc.</p>	1
vi	<p>Linkedin has _____ million male and _____million female users in India.</p>	1
vii	<p>In _____ markets, Products often slow at election time as people are busy with rallies. Moreover, hoardings and billboard costs go up since political parties too have started putting their ads.</p> <p>A. Urban  B. Rural  C. Target  D. Segmented</p>	1
Q.3	<b>Answer any 6 out of the given 7 Questions (1*6 = 6 Marks)</b>	
i	<p>Labelling and packaging are associated with _____mix.</p>	1
ii	<p>The key to perceived value pricing is the most accurate determination of markets perceived of the offers value. _____ or _____ perception value calculated by the price setters are likely to go wrong.</p>	1

iii	Some British writers feel advertising as _____.  A. communication with an idea. B. communication with a thought. C. communication with a purpose. D. communication with a message.	1
iv	It is now common for consumers to post feedback online through <i>social media sources</i> , _____ and _____ feedback on their experience with a product or brand.	1
v	Which level of distribution is used particularly when the manufacturer carries a limited product line and has to cover a wide market where an agent in the major areas is appointed who further contact wholesalers and retailers.  A. One Level B. Two Level C. Three Level D. Zero Level	1
vi	Attractive packaging is an also an efficient _____.	1
vii	Mention one advantage and one disadvantage of competitive pricing.	1
Q.4	<b>Answer any 5 out of the given 6 Questions (1* 5 = 5 Marks)</b>	
i	Write the two equations that can be used to calculate the Break-Even Pricing.	1
ii	Which of these is not a form of discriminatory pricing? A. Basis of product form B. Location discrimination C. Colour discrimination D. Basis of customer segment	1
iii	It refers to "any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact. "Identify the concept  A. Online Marketing B. E-Business/Electronic Business C. Social Media Marketing D. Electronic Commerce/E-commerce	1

iv	As of May 2015, 93% of businesses marketers use Facebook to promote their brand. Facebook has _____ million male and _____ million female users.	1
v	<p>Soap, Cornflakes are examples of _____.</p> <p>A. Durable goods B. Non-durable goods C. Fast moving consumer goods D. B&amp;C</p>	1
vi	<p>Which of these come under the category of transactional functions?</p> <p>A. Assembling goods B. Maintenance C. Storage and grading D. Buying, selling and risk-bearing</p>	1
Q.5	<b>Answer any 5 out of the 6 Questions (1 * 5 = 5 Marks)</b>	
i	<p>State whether the following statement is True or False:</p> <p>“Companies trying to secure favourable product prices often find themselves in a position to sufficiently compensate for various production factors.”</p>	1
ii	<p>What does inverse relationship between price and quantity demanded signify in context of basic equilibrium price determination?</p> <p>A. Higher prices, higher demand B. Lower prices, lower demand C. No relationship between price and demand D. Lower price leads to higher demand</p>	1
iii	<p>_____ pricing policy involves the manufacturer setting a minimum price for their product often through formal agreements with distributors to protect the manufacturer’s interest.</p> <p>A. Demand-oriented B. Penetration C. Resale D. Cost-plus</p>	1

iv	_____ only carry complementary product lines.	1
v	How does spread of consumers influence the selection of a distribution channel? A. In a limited consumer sphere, producer handles distribution directly. B. Products with nationwide consumer distribution rely on retailers. C. Consumer spread has no impact. D. Small consumer spreads require extensive use of retailers and wholesalers.	1
vi	Under Capital Items, Equipment's include hand tools and office equipment's like _____ <b>and</b> _____.	1
Q.6	<b>Answer any 5 out of the given 6 Questions (1*5 =5 Marks)</b>	
i	What are the key characteristics of below-the-line activities in promotion? A. Targeted to mass audience, using broadcast and print media B. Prohibitively expensive requiring significant investment C. Targeted to a selective audience in specific locations D. Primarily focused on rural areas with minimal consumer interface	1
ii	List any (1) merit and (1) demerit of Cinema Advertising	1
iii	Define Direct Marketing	1
iv	_____ is an important element of the Promotion Mix, a part of 4Ps.	1
v	What is the purpose of using data in the context of various marketing channels?  A. Data helps in determining the cost of marketing channels B. Data provides a quick view of the effectiveness of channels C. Data is primarily used to analyze competitor's marketing strategies. D. Data is irrelevant in assessing the performance of marketing Channels.	1
vi	Abbreviate SEO	1

	<b>SECTION B: SUBJECTIVE TYPE QUESTIONS</b>	
	<b>Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks) Answer each question in 20 – 30 words.</b>	
Q.7	a. Abbreviate RESPECT b. Define a Simple Sentence	2
Q.8	Name any two green jobs in the following sectors. (i) Construction (ii) Eco Tourism	2
Q.9	Explain any two attitudes of an entrepreneur.	2
Q.10	How can LibreOffice Impress be started?	2
Q.11	Explain Intrinsic and Extrinsic Motivation with an example.	2
	<b>Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)</b>	
Q.12	List the (4) strategies of the Growth Stage	2
Q.13	Explain the two profitability objectives of pricing	2
Q.14	Explain any (4) Off the shelf offers	2
Q.15	List any (2) advantages and (2) disadvantages of Yellow Page Advertising.	2
Q.16	Write a note on Google+	2
	<b>Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)</b>	
Q.17	State any three differences between Public Relations and Sponsorship	3
Q.18	Explain the following factors pertaining to the product: a. Technical Nature b. Goods made to order c. After Sales Service	3
Q.19	When do managers follow Competition Based Pricing (State 3 points)	3

	<b>Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)</b>	
Q.20	State and explain the role of Labelling (Any 4)	4
Q.21	Explain any four factors pertaining to the consumer or the market.	4
Q.22	These platforms have their own built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Explain the (4) merits of this platform.	4
Q.23	A firm cannot alter or change these factors or forces for its advantage while fixing the price of its product. Explain any (4) factors which are beyond control of the firm.	4
Q.24	a. What are Premium Promotions? b. Explain the three types of Prize Promotions.	4