



COMMON PRE-BOARD EXAMINATION 2024-25

Subject: MARKETING (812)



MARKING SCHEME

General Instructions:

1. Please read the instructions carefully.
2. 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.

SECTION A: OBJECTIVE TYPE QUESTIONS		Marks
Q.1	Answer any 4 out of the given 6 questions on Employability Skills (1*4 = 4 Marks)	
i	The passive voice is used in which of the following statements? A. They are watching a movie. B. Lovely songs are sung by her. C. In the room, he is asleep. D. My pet horse bit the policeman.	1
ii	Name the bar that contains icons (buttons) to provide quick access such as New, Open, Print, Copy and Paste, etc. A. Menu bar B. Standard bar C. Title bar D. Formatting bar	1
iii	Mrs. Annie 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 Annie belongs to _____.	1

	A. Cluster C : Anxious B. Cluster B : Emotional and impulsive C. Cluster A : Suspicious D. Cluster D : Repetitive Disorder	
iv	Who are Professional Entrepreneurs? Such an entrepreneur starts a business, nurtures it and makes it reach a point of self-sustenance. Once the project reaches that point, the entrepreneur sells the business and starts a new one, and then, follows the same cycle.	1
v	The Krishi Vigyan Kendras (KVKs) set up by the government, can be utilised to provide support activities like technology dissemination, training awareness to the local youth and farmers for collection, storage and reuse of agro-waste.	1
vi	Which of the following is characterized by an extreme feeling of self importance? A. Narcissistic personality disorder B. Borderline personality disorder C. Dependent personality disorder D. None of the above	1
Q.2	Answer any 5 out of the given 7 questions (1*5 = 5 Marks)	
i	List any (1) Marketing Strategy in the Maturity Stage. 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. 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.	1
ii	A hotel room that remains unbooked on a given night cannot be sold later, which is why hotels adjust their pricing and staffing according to demand patterns. Which characteristic of services is highlighted above. PERISHABILITY	1
iii	List the two examples of Psychological Pricing. Customary Pricing and Price Lining are examples of psychological pricing.	1
iv	_____ is the brand mark/symbol and an essential aspect of the product, extending its support to the brand effectively. A.The Brand Name B.The Brand Mark C.The Logo D.Trademark	1
v	What is a Foursquare?	1

	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.	
vi	What is meant by End-to-end encryption in the context of WhatsApp? WhatsApp messages and calls are secured with end-to-end encryption, meaning that no third-party including WhatsApp can read or listen to them.	1
vii	He/She is an independent individual or company whose main function is to act as the primary selling arm of the producer and represent the producer to users. They are called as _____. <u>Agents.</u>	1
Q.3	Answer any 6 out of the given 7 Questions (1*6 = 6 Marks)	
i	Packaging is an important component of a product as an attractive pack is the most important factor in impulse purchases. It is an essential tool for two categories of people – <i>first</i> , <u>end-users of a product</u> : and <i>second</i> , <u>retailers.</u>	1
ii	The term ' <u>Channel of Distribution</u> ' refers to the route taken by goods as they flow from the Manufacturer to the consumer. A. Transportation B. Sorting C.Channel of Distribution D.Place and Distribution	1
iii	Today many companies of different countries try to improve their image through Trade Fairs. This is an example of <u>Hybrid Sales Promotion.</u>	1
iv	List the two disadvantages of demand-based pricing. DISADVANTAGES OF DEMAND BASED PRICING: <input type="checkbox"/> The demand-based price does not ensure competitive harmony. <input type="checkbox"/> It is not safe from a company's standpoint.	1
v	Abbreviate CRM _____. Content Management System (CMS)	1
vi	One to One is an example of which type of service? A. Remote Services B. Classroom lecture C. Counselling D. Video games in arcade	1
vii	Indian Railways are trustworthy and honest to refund the money if a passenger is wait listed at the time of going of the train. On which criteria can one judge the quality of a service in the above case? CREDIBILITY	1

Q.4	Answer any 5 out of the given 6 Questions (1* 5 = 5 Marks)	
i	<p>Factors pertaining to product that affect the channel of distribution are</p> <p>A. Price, Perishability, size and weight B. Design, comfort, size C. After sales services and technical nature D. Both a) & c)</p>	1
ii	<p>The advantage of competitive pricing is that it avoids price competition that can damage the company, but disadvantage is that this pricing method may only cover production costs, resulting in low profits to the firm.</p>	1
iii	<p>What is Google+ ?</p> <p>Google+, in addition to providing pages and some features of Facebook, is also able to integrate with the Google search engine. Other Google products are also integrated, such as Google AdWords and Google Maps.</p>	1
iv	<p>Write One difference between Regularly Unsought products and New Unsought Products.</p> <p>Regularly Unsought Products: The products which exist but the consumers do not want to purchase them as of now, but might eventually purchase them. New Unsought Products: The marketer's task is to inform target consumers of the existence of the product, stimulate demand and persuade them to buy the product.</p>	1
v	<p>Sponsorship like other marketing activities is more than a century old. It entered the oxford Dictionary around 1930.</p>	1
vi	<p>Define Cost-oriented pricing</p> <p>A method of setting prices that takes into account the company's profit objectives and covers its costs of production is called Cost-oriented pricing</p>	1
Q.5	Answer any 5 out of the 6 Questions (1 * 5 = 5 Marks)	
i	<p>In _____, middlemen procure supplies of goods from a variety of sources, which is often not of same quality, nature and size and groups them in homogenous groups.</p> <p>A. Sorting B. Assembling C. Transportation D. Both B and C</p>	1
ii	<p>List any (2) limitations of Magazine Advertising</p> <p>Limitations of Magazine Advertising 1. Long lead time. 2. There is limited flexibility in terms of an ad placement and format. 3. Space and advertisement layout costs are higher.</p>	1

iii	<p>'Breaking the bulk' is function of _____.</p> <p>A. Wholesaler B. Retailer C.Both D.None</p>	1
iv	<p>Mention <i>any two</i> qualities of the fifth "P" of marketing mix.</p> <p>QUALITIES OF GOOD PACKAGING</p> <p><input type="checkbox"/> Attractive appearance <input type="checkbox"/> Convenient for storage and display <input type="checkbox"/> Shield against damage or pilferage <input type="checkbox"/> Product description displayed on the package <input type="checkbox"/> Package should be as per the specifications</p>	1
v	<p>Push strategy of promotion is more appropriate when:</p> <p>A. There is no brand loyalty B. There is moderate brand loyalty C. There is low brand loyalty D. There is high brand loyalty</p>	1
vi	<p>Generally pricing can be put into following four categories, Name them</p> <p>1. Demand-oriented pricing 2. Cost-oriented pricing 3. Competition-oriented pricing or market driven pricing 4. Value- based pricing</p>	1
Q.6	Answer any 5 out of the given 6 Questions (1*5 =5 Marks)	
i	<p>What are Sweepstakes?</p> <p>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>	1
ii	<p>The package performs three essential roles, List any two</p> <p><input type="checkbox"/> Ensures protection to the product <input type="checkbox"/> Provides information about the product <input type="checkbox"/> Increases aesthetics and sales appeal.</p>	1
iii	<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>	1
iv	<p>The price setting method which most closely corresponds to the concept of product positioning is:</p> <p>A. Cost-Plus Pricing B. Going rate pricing C. Perceived Value Pricing</p>	1

	D. Psychological Pricing	
v	<p>Dell Computers was founded by a college freshman Michael Dell. By 1985, the company had developed its unique strategy of offering 'made to order'. Along with a superior supply chain and innovative manufacturing, unique distribution strategy adopted by the company acted as a differentiator. Identifying and capitalizing on an emerging market trend. Dell became a strong seller, by using mail-order systems before the spread of the internet. After the internet became more mainstream, an online sales platform was also established. Early on in the internet era, Dell began providing order status reports and technical support to their customers online. Through careful analysis of the target market, a study of available channel options and effective use of a novel idea, Dell computers managed to reach early success in its industry. Identify the type of channel used by Dell Computers.</p> <p>ZERO LEVEL/DIRECT CHANNEL</p>	1
vi	<p>What is Resale Price Maintenance?</p> <p>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>	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.	
Q.7	<p>Write a short note on the following personality disorders.</p> <p>a. Schizoid personality disorder b. Schizotypal personality disorder</p> <p>• Schizoid personality disorder: The term 'schizoid' refers to the natural tendency to direct attention toward one's inner life away from the external world. A person with schizoid personality disorder is detached and aloof, and prone to introspection and fantasy. The person shows little interest in forming personal relationships and seems to be emotionally cold.</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
Q.8	<p>Who are Professional entrepreneurs? How are they different from Industrial Entrepreneurs.</p> <p>Professional entrepreneurs - Such an entrepreneur starts a business, nurtures it and makes it reach a point of self-sustenance. Once the project reaches that point, the entrepreneur sells the business and starts a new one, and then, follows the same cycle.</p> <p>Industrial entrepreneurs- An industrial entrepreneur is, essentially, a manufacturer, who identifies the needs of customers and creates products or services to serve them. Such an entrepreneur is product oriented, who starts through an industrial unit to create a product like electronic industry, textile unit, machine tools, manufacturing unit, etc.</p>	2

Q.9	<p>Presentation software is being widely used to make digital presentations. It has many advantages, List any two</p> <ol style="list-style-type: none"> 1. They are interesting as they have features like images, videos, animation and music. 2. Making changes in digital presentations is easy. 3. A digital presentation can be shown to a much larger audience by projecting on a screen. 4. The presentation can be printed and distributed to the audience. 	2
Q.10	<p>Explain the first four stages of active listening The five stages of active listening are as follows.</p> <ol style="list-style-type: none"> 1. Receiving: It involves listening attentively. 2. Understanding: It is an informed agreement about something or someone. 3. Remembering: It refers to the retrieval or recall of some information from the past. 4. Evaluating: It is about judging the value, quantity, importance and amount of something or someone. 5. Responding: It is about saying or doing something as a response to something that has been said or done. 	2
Q.11	<p>List (any 4) Green jobs in Appropriate Technology The green jobs in appropriate technology may include areas, such as biogas production, water treatment filtration farm mechanisation, rainwater harvesting, sanitation, lighting, food production, refrigeration, etc.</p>	2
	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	
Q.12	<p>Define the following:</p> <ol style="list-style-type: none"> a.Reduced Shelf Price b.Reduced Price Offers c.Cash Rebates d.Cash Share-out <p><input type="checkbox"/> Reduced Shelf Price - The most common form of price promotion is reduced Shelf Price.</p> <p><input type="checkbox"/> Reduced Price Offers (RPOs) - RPO are flashed on-pack, offering a saving (Rs 10) or a price slashed through and a lower price given.</p> <p><input type="checkbox"/> Cash Rebates -The customer is invited to collect tokens from a number of packs and send them to receive cash voucher.</p> <p><input type="checkbox"/> Cash Share-Out - A sum of fixed money is divided among all those returning the requisite number of proofs of buying the product or service.</p>	2
Q.13	<p>List any (2) advantages of the pricing method where customer demand sets up the price of a product in the market.</p> <p>ADVANTAGES OF DEMAND BASED PRICING:</p> <p><input type="checkbox"/> The pricing based on demand takes into account customer's price elasticity and preferences</p> <p><input type="checkbox"/> It penalizes inefficiency, optimizes product mix and facilitates new product pricing.</p> <p><input type="checkbox"/> It also obviates the difficulty of joint cost allocation.</p> <p><input type="checkbox"/> it increases firm's ability to optimize prices using diagrams that predict ideal prices.</p>	2

Q.14	<p>“Online marketing creates many opportunities and challenges to grow” In the light of the given statement”. Explain any two challenges faced by marketers in online marketing.</p> <p>Disadvantages of Online Marketing</p> <p>1. Impersonal: marketing can become impersonal, due to the virtual nature of message and content delivery to a desired audience.</p> <p>2. Competitive: Online marketing can also be crowded and competitive. Although the opportunities to provide goods and services in both local and far-reaching markets is very high but still significant amount of competition exists.</p> <p>3. Catching Attention: Companies investing in online marketing may find visitors ‘attention is difficult to capture due to the number of businesses also marketing their products and services online. Differentiating a product without touch and feel factor.</p>	2
Q.15	<p>Organise the following products under different categories of consumer goods by preparing a flow chart</p> <p>a) Bread (Convenience) b) Watches (Shopping) c) Paintings (Specialty) d) Jewellery (Specialty)</p>	2
Q.16	<p>Promotion is a fact of life and is essential for every business. Explain any (4) Merits of Promotion.</p> <p>1. Information: It informs (awareness and education) customers about the launch of new product/service/idea and the place of availability.</p> <p>2. Persuasion: The promotion is to persuade the customers to use one particular brand in this brands-cluttered world.</p> <p>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.</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 consumer’s perceptions.</p> <p>6. Assists other company efforts: Promotion accomplishes goals, assists sales representatives, and enhances the results of other marketing communications.</p>	2
Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)		
Q.17	<p>Differentiate between Direct Marketing and Online Marketing (3 points each)</p> <p>Direct marketing refers to any advertising activity which creates and exploits a direct relationship between the marketer and its prospects or customer as an individual.</p> <p>Online marketing is the promotion of products or brands via one or more forms of electronic media.</p> <p>Direct marketing is a custom-tailored marketing approach in which the company’s objective is to build lasting relationships with targeted individual consumers or buyers in narrowly defined segments.</p>	3

	<p>Online marketing is using of internet-based channels to spread a message about a company's brand, products, or services to its potential customers.</p> <p>Direct Marketing - It is also called 'curriculum marketing', 'dialogue marketing', 'personal marketing', 'relationship marketing', and 'database marketing.</p> <p>Online Marketing - It is also known as 'internet marketing', or 'web marketing'.</p>	
Q.18	<p>At this stage, the product has been launched successfully with the sales beginning to increase rapidly in this stage, as new customers enter the market and old customers make repeat purchases. List the strategies in this stage (Any 3)</p> <p>1) Product quality is maintained and additional features and support services may be added.</p> <p>2) Pricing may remain same as the firm enjoys increasing demand with little competition.</p> <p>3) Distribution channels are added as demand rises and customers accept the product.</p> <p>4) Promotion is aimed at a broader audience.</p>	3
Q.19	<p>Enumerate any (3) factors pertaining to the company while selecting the channel of distribution.</p> <ul style="list-style-type: none"> · Level of Production. The manufacturers who are financially sound and are of a larger category, are able to appoint the sales representatives in a larger number and thus could distribute the commodities (products) in larger quantities. As against it, for the smaller manufacturers, it becomes necessary to procure the services of the wholesalers and the retail traders. · Financial Resources of the Company. From the financial point of view, the stronger company needs less middlemen. · Managerial Competence and Experience. If some producer lacks in the necessary managerial experience or proficiency, he will depend more upon the middlemen. The new manufacturers in the beginning remain more dependent upon the middlemen. 	3
	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	
Q.20	<p>This method of pricing is most common and is desirable when sales volume of the product is very sensitive to price, when a large volume of sales is to be affected, when product faces a threat from competitors and when stability of price is sought for. Explain any (4) conditions favouring this type of pricing policy.</p> <p><u>The conditions favouring Penetration Pricing policy are:</u></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. 	4
Q.21	One of the main purposes of employing this kind of marketing as a communication tool is that it makes the companies accessible to those interested in their product and makes	4

	<p>them visible to those who have no knowledge of their products. Explain any (4) advantages of the same.</p> <p>Advantage of Social Media Marketing:</p> <ol style="list-style-type: none"> 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. 2. Feedback: The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them and has become an increased advantage for brands and businesses. It is now common for consumers to post feedback online through <i>social media sources, blogs and websites</i> feedback on their experience with a product or brand [6]. 3. Competitive advantage: By using Internet platforms, businesses can create competitive advantage through various means. To reach the maximum potential of online marketing, firms use social media as its main tool to create a channel of information. Through this a business can create a system in which they are able to pinpoint behavioral patterns of clients and feedback on their needs. 4. Impact: Word of mouth communications and peer-to-peer dialogue often have a greater effect on customers, since they are not sent directly from the company and are therefore not planned. Customers are more likely to trust other customers' experiences. It is increasingly advantageous for companies to utilise social media platforms to connect with their customers and create these dialogues and discussions. 	
Q.22	<p>Enumerate any (4) features of the products that are used as inputs to produce consumer products.</p> <p>Features of Industrial products:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Limited number of buyers in comparison to consumer goods. <input type="checkbox"/> Length of Channel for distribution is short. <input type="checkbox"/> Demand for the product is concentrated in certain geographical locations and is derived from the demand of consumer goods. <input type="checkbox"/> Product purchase is based on fulfillment of technical considerations. <input type="checkbox"/> Reciprocal buying is involved is a company may purchase the raw material from a company and may sell the finished product to the same company. <input type="checkbox"/> In certain cases, the companies may lease out the products rather than purchasing them due to high costs. 	4
Q.23	<p>You are leading manufacturer of consumer durables like washers, dryers, refrigerators, and air conditioners. Explain any (4) factors that will guide you in selecting the route to sell your products if the <i>Middlemen</i> are to be focused.</p> <p>Factors Pertaining to the Middlemen:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 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. 	4

	<p>☐ Scope or Possibilities of Quantity of Sales. The same channel should be selected by means of which there is the possibility of more sales.</p> <p>☐ 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.</p> <p>☐ 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.</p>	
Q.24	<p>a. It is more RPI driven. Today it constitutes 15-20% of media plan today. Explain any (4) merits of the mode of advertising mentioned.</p> <p>b. When people think of out-of-home advertising they usually think of colourful billboards along the streets and highways. Included in the out-of-home classification, however, are benches, posters, signs and transit advertising (advertising on buses, subways, metros, taxicabs and trains). List any (2) Merits and (2) Demerits of OOH Advertising.</p> <p>a. Advantages of Telemarketing</p> <ol style="list-style-type: none"> 1. Cost efficient in delivery 2. Less intrusive than the phone calls 3. Place & time independent 4. Direct response <p>b. 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 <p>Limitations of out-of-Home Advertising</p> <ol style="list-style-type: none"> 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. 	4