



INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE

CLASS XII- SAMPLE PAPER 2 -2023-24

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MARKETING (812)

MARKS: 60

ANSWER KEY

Q. 1.	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	Marks
i.	An active listener <u>does</u> the following: a. Interrupts whenever he/she does not understand something b. Uses his/her cellphone while someone is talking c. Maintains eye contact with the speaker d. Keeps moving around while the speaker is talking	1
ii.	People, who have difficulty in meeting others and worry too much about things, show signs of _____ a. Openness b. Extraversion c. Neuroticism d. Agreeableness	1
iii.	Ms Sharma wants to explain water cycle to her students. She wants to include images, animations and videos in her lesson. She wants to make an impact on her students. Which software will you recommend her to use? Ans: Presentation software	1
iv.	Shanaya wants to start a sweet shop. After speaking to some people in her area, she finds out that nobody sells healthy sweets. She decides to make non-fried sweets. Identify the type of attitude that Shanaya is showing. a. Perseverance b. Inter personal skills c. Decisiveness d. Taking initiative	1
v.	They manage terrace top gardens to grow fruits and vegetables in urban cities. a. Recyclers b. Urban growers c. Green builders d. Environmental engineers	1

vi.	<p>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> <p>Identify the personality disorder.</p> <ul style="list-style-type: none"> a. Paranoid personality disorder b. Schizoid personality disorder c. Schizotypal personality disorder d. Avoidant 	1
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Q. 2.	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	Marks
i.	<p>This is the basic level that represents the heart of the product with a focus on the purpose for which the product is intended</p> <ul style="list-style-type: none"> a. Generic product b. Customized product c. Core benefit (product) d. Augmented product 	1
ii.	<p>_____ is the use of social media platforms and websites to promote a product or service</p> <ul style="list-style-type: none"> a. Social media marketing b. Online marketing c. Traditional marketing d. Digital marketing 	1
iii.	<p>Tesla has positioned itself as a premium electric vehicle (EV) brand. Its electric cars are priced higher than many other EVs on the market, even though the underlying technology is similar in some aspects.</p> <p>It has developed a strong following of consumers who view owning a Tesla as a symbol of environmental consciousness, technological innovation, and social status.</p> <p>Which of the following external factor of pricing is highlighted in the case given above?</p> <ul style="list-style-type: none"> a. Competition b. Demand c. Buyer's behaviour d. Government regulations 	1
iv.	<p>Viado, a smartphone manufacturer has a product line that includes several different models. One of those models is no longer selling well since it has outdated features, and cannot be improved or modified to meet the evolving market demands. The company has decided to stop production of that specific model from their lineup.</p> <p>Identify the product related decision taken by Viado.</p> <ul style="list-style-type: none"> a. Product standardization b. Product positioning c. Product elimination 	1

	d. Product modification	
v.	Which social media platform started as an alternative to SMS? Ans: WhatsApp	1
vi.	Dove creates video advertisements and shares them with their audience on Facebook, Twitter, and other social networks to promote favorable conversation about their brand and products. The above is an example of _____ a. Direct marketing b. Online marketing c. Traditional marketing d. Email marketing	1
vii.	The fourth category of participants in the distribution system are the final destination for goods in the distribution system. Identify the participant in the distribution system. a. Facilitating agencies b. Consumers c. Manufacturers d. Intermediaries	1

Q. 3.	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	Marks
i.	In rural markets where brands are mostly recognized by their picture in the _____ a. Brand name b. Logo c. Package d. Associated features	1
ii.	Sam owned a beloved bakery renowned for its delectable cakes. Facing a challenge of keeping his cakes fresh, he decided to skip the traditional distribution channels and adopted a direct one-level approach. Now, customers flocked to his bakery for the freshest cakes, and the bakery became a thriving hub of warmth and community, all thanks to Sam's innovative choice. From the above case which factor affected the selection of channel of distribution. a. Factors pertaining to the middlemen b. Factors pertaining to the consumers or market c. Factors pertaining to the product d. Factors pertaining to the producer or company	1
iii.	The customer is invited to collect tokens from a number of packs and send them to receive cash voucher. Identify the type of price promotion given in the above statement.	1

	<ul style="list-style-type: none"> a. Extra fill packs b. Free offers c. Cash share out d. Cash rebates 	
iv.	<p>A renowned fashion designer creates a limited-edition clothing line known for its unique designs, high-quality materials, and exclusivity. Customers feel these clothes as exceptionally valuable and are willing to pay premium prices for them.</p> <p>This is an example of which type of pricing?</p> <ul style="list-style-type: none"> a. Demand based pricing b. Cost-oriented pricing c. Competition oriented pricing d. Value based pricing 	1
v.	<p>On what basis are services identified on a goods-service continuum, tangible dominant to intangible dominant?</p> <ul style="list-style-type: none"> a. On the basis of customer b. On the basis of level of tangibility c. On the basis of Service operations to volume of customers d. On the basis of customisation/empowerment 	1
vi.	<p>A customer contacts an IT support company because their computer is facing connectivity issues. The employee at the IT support company possesses the required skills and knowledge in diagnosing and troubleshooting network connectivity problems. He efficiently guides the customer through a series of steps, identifies the root cause of the issue, and provides appropriate solutions to resolve the problem. The customer is satisfied with the service provided.</p> <p>The service provided by the employee fulfills _____ criteria of quality service</p> <ul style="list-style-type: none"> a. Tangibles b. Competence c. Responsiveness d. Service delivery 	1
vii.	<p>Give one example of off the shelf offers</p> <p>Ans:</p> <p>Students can write any one</p> <ul style="list-style-type: none"> • Free Accommodation • Holiday Vouchers • Discount coupons • Two-for One Flights • Insurance Offers 	1

Q. 4.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	In this the manufacturer or producer supplies the product to the customer through its own retail outlets and salesmen present there.	1

	<p>Identify the level of channel of distribution adopted.</p> <p>a. Zero level b. One level c. Two level d. Three level</p>	
ii.	<p>Skimming Pricing Policy is not effective under this condition:</p> <p>a. Where the market can be broken down into segments with different price elasticity of demand. b. Where little is known about price elasticity of the product. c. Where there is minimum risk and one can move up in the prices d. When substitute product is available in the market</p>	1
iii.	<p>Give the full form of CMS Ans: Content Management System</p>	1
iv.	<p>Friend 1: Hey there! Have you considered getting the COVID vaccine? Friend 2: I'm not so sure about it. I've been hearing different things. Friend 1: I totally get that. I was a bit hesitant at first too, but after looking into it and understanding the science behind it, I got the vaccine. The government has been doing some really informative campaigns about its safety and importance. Friend 2: Yeah, I've seen some of those campaigns, but I'm still worried about the side effects. Friend 1: I totally understand your concern. According to the information given on the government website majority of side effects are mild and temporary, and they are a sign that your body is building protection. The benefits far outweigh the risks, especially considering how effective the vaccine is at preventing severe illness. Friend 2: Thank you. I will check the government website for some more information and then make a decision. Friend 1: That's great!</p> <p>Identify and explain the category of consumer goods to which the Covid vaccine belongs. Ans: MS: 1 mark identification and 1 mark explanation New Unsought Goods</p>	1
v.	<p>Opinion leaders are very essential for _____ element of promotion mix.</p> <p>a. Direct marketing b. Advertising c. Publicity d. Word of mouth</p>	1

vi.	In a production unit, the fixed expenses are Rs. 50,000, the variable cost per unit is Rs. 8, and the selling price per unit is Rs. 15. Calculate the Break-Even Point quantity for this production unit. a. 7143 units b. 7000 units c. 7890 units d. 7141 units	1
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Q. 5.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	Every producer seeks to link together the set of marketing intermediaries that best fulfil the firm's objective. This set of marketing intermediaries is called _____ a. Direct channel b. Indirect channel c. Marketing channel d. Distribution	1
ii.	A firm launching a new product may go for _____ a. Personal selling b. Publicity c. Advertising d. Sales promotion	1
iii.	Anybody acting as an intermediary between the manufacturer and consumer is known as _____ a. Agent b. Wholesaler c. Retailer d. Middlemen	1
iv.	All of the following are true about Growth stage except: a. Increase in profits b. Dominant position created by focusing on increasing selective demand c. The industrial profits decrease during this period d. Market expansion with new customers being added	1
v.	A company is launching a new robotic vacuum cleaner designed to make household cleaning more convenient and efficient. For this purpose the company selects a team of employees and assigns them the task of promoting the new robotic vacuum cleaner directly to potential customers. The team of employees visit households in their target market, offering live demonstrations of the product. They engage with homeowners, explaining the features and benefits of the robotic vacuum cleaner. During the demonstrations, they address questions and concerns, and they emphasize the product's cost-effectiveness, time-saving advantages, and contribution to a cleaner home environment. In the above example which element of promotion mix has been adopted by the company?	1

	<ul style="list-style-type: none"> a. Word of mouth b. Advertising c. Personal selling d. Sales promotion 	
vi.	<p>Mr. Anderson, the owner of a grocery store - Green Haven Mart decided to offer fresh local milk at a price far lower than the cost. His main aim was to boost customer traffic and increase sales.</p> <p>Flyers and posters were put up all over, advertising the unbelievable deal at Green Haven Mart. The community buzzed with excitement as word of the "milk sale of the year" spread like wildfire.</p> <p>On the first day of the promotion, the store was flooded with eager customers. The shelves filled with gallons of milk emptied rapidly, and</p> <p>As the week went on Green Haven Mart became busier than ever, with a steady stream of customers coming in for the milk deal. However, once they were in the store, shoppers grabbed not only the discounted milk but also other items they needed.</p> <p>By the end of the promotion, the supermarket had sold an incredible amount of milk. The customers who had come for buying milk had spent even more on other items, ultimately increasing the store's total sales volume.</p> <p>Which type of pricing has been undertaken by Green Haven Mart?</p> <ul style="list-style-type: none"> a. Everyday pricing b. Leader pricing c. Psychological pricing d. Dual pricing 	1

Q. 6.	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	Marks
i.	<p>A popular entertainment channel is about to launch a new singing reality TV show. They want to generate positive buzz and anticipation for this show among both the general public.</p> <p>The company decides to organize a press event and invite influential musicians, TV actors, top TV news channels and social media influencers to get a firsthand of the show before the official launch.</p> <p>Identify the element of promotion mix in the above case.</p> <ul style="list-style-type: none"> a. Sales promotion b. Direct marketing c. Public relations d. Sponsorship 	1
ii.	<p>PET bottle, tetra pack, can or a box are all examples of _____</p> <ul style="list-style-type: none"> a. Transportation packaging b. Primary packaging c. Secondary packaging d. Travel pack 	1

iii.	<p>Under this method demand is the most important factor. Price is fixed by simply adjusting it to the market conditions.</p> <p>a. Value based pricing b. Demand oriented pricing c. Cost oriented pricing d. Competition oriented pricing</p>	1
iv.	<p>A high-priced branded electronic product should be sold in high-end urban showrooms instead of rural markets; the promotion technique should be TV-advertising and not personal-selling, etc.</p> <p>Identify the internal factor affecting price.</p> <p>a. Cost of the product b. Marketing mix c. Product differentiation d. Size of the organization</p>	1
v.	<p>A manufacturer with an innovative product sought the help of an experienced agent to reach consumers efficiently. The agent introduced the manufacturer to a network of trustworthy wholesalers with strong ties to retail stores. Through their collaboration, the new product successfully made its way into the market, captivating eager consumers</p> <p>Which level of distribution has been followed?</p> <p>a. Two level b. Three level c. One level d. Four level</p>	1
vi.	<p>Prices are set at odd numbers such as Rs. 99, Rs. 149, Rs. 990 which makes the customers falsely believe that they're paying a lesser price.</p> <p>The above is an example of:</p> <p>a. Psychological pricing b. Prestige pricing c. Skimming pricing d. Penetration pricing</p>	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

	<p>Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)</p> <p>Answer each question in 20 – 30 words.</p>	Marks
Q.7.	<p>In order to be an ideal employee Judy needs to be proactive and result driven. She must always take necessary steps to achieve the set goals or targets.</p> <p>Suggest any two ways which can help Judy be result oriented.</p> <p>Ans: MS: ½ mark title point and ½ mark explanation Students can write any 2 points</p>	2

	<ul style="list-style-type: none"> • Set clear goals • Prepare an action plan • Use the right resources and tools • Communicate with mentors and peers • Make a calendar • Work hard 	
Q.8.	<p>Your friend is in the middle of an important interview. What are some effective strategies they can employ to make a positive impression and perform well during the interview? Write four points</p> <p>MS: ½ Mark for each point ½ x 4 = 2</p> <p>Ans:</p> <ul style="list-style-type: none"> • Do try to sparkle! Use gestures in your conversation. Make sure they are smooth and emphatic. • Do smile. • Do make sure you get the interview's name right and use it a few times in the interview • Do go to the rest room before you visit the employment lobby. • It is embarrassing to interrupt an interview, and you want to be as comfortable as possible 	2
Q.9.	<p>Mention the steps to start LibreOffice Calc</p> <p>MS: ½ Mark for each point ½ x 4 = 2</p> <p>Ans:</p> <ul style="list-style-type: none"> • The first thing you need to ensure is that LibreOffice must be installed on your computer. • Type LibreOffice Calc in the search bar of Windows. • Select LibreOffice Calc from the search results • LibreOffice Calc will open a blank sheet 	2
Q.10	<p>Explain any two organizational skills which are important for an entrepreneur. Ans:</p> <p>MS: ½ mark title point and ½ mark explanation Students can write any two points</p> <ul style="list-style-type: none"> • Time management • Goal setting • Efficiency • Managing quality 	2
Q.11.	<p>What is the main aim of the electric vehicle program launched by EESL under the Ministry of Power Ans:</p> <p>It aims towards offering a comprehensive solution to facilitate the adoption of disruptive technology in India.</p>	2

	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	Marks
Q.12.	<p>Promotion is a fact of life and is essential for every business. In the light of the above statement explain the importance of promotion.</p> <p>Ans: ½ mark title point and ½ mark explanation Students can write any two points</p> <ul style="list-style-type: none"> • Information • Persuasion • Remind • Relationship • Adds value • Assists other company efforts 	2
Q.13.	<p>Identify and state the basis on which price discrimination has occurred in the following situations:</p> <ol style="list-style-type: none"> a. A music concert sells tickets for \$50 near the stage and \$30 for seats farther away in the concert hall b. A perfume company may price its perfume at 500 Rs each in an ordinary bottle and at 1000Rs in a fancy bottle with a different name and image <p>Ans: MS: ½ mark for identification and ½ mark for explanation (1 x 2 = 2)</p> <p>Location discrimination - the product is sold at different prices at two places even though the cost is the same at both the places,</p> <p>Image differentiation - the same product is priced at different levels on the basis of difference in image</p>	2
Q.14.	<p>Jaydon is the owner of a reputable firm which sells B2B product. Lately, he has been struggling to find industrial buyers for his product. He tried selling his products on Facebook Marketplace but to no avail. He was unable to find any serious buyers.</p> <p>Suggest and justify a social media platform that will assist Jaydon in networking with suitable buyers</p> <p>Ans: MS: suggestion 1 mark, justification 1 mark</p> <p>LinkedIn It 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. Through the use of widgets, members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page. LinkedIn provides its members the opportunity to generate sales leads and business partners. LinkedIn has 26.27 million male and 10.73 million female users in India.</p>	2

Q.15.	<p>These products used as inputs to produce consumer products. They are used for non-personal and business purposes.</p> <ol style="list-style-type: none"> Identify the type of product Explain any one category of the product identified in (a) <p>Ans:</p> <p>MS: 1 mark identify</p> <p>Industrial product</p> <p>Category</p> <p>Students can write any 1</p> <p>½ mark title point ½ mark explanation</p> <ol style="list-style-type: none"> Materials and parts Capital items Supplies and business services 	2
Q.16.	<p>Define Sales Promotion according to McDonald and Wilson</p> <p>Ans:</p> <p>McDonald and Wilson define 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>	2

	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	Marks
Q.17.	<p>Explain the three most important functions performed by the middlemen in channels of distribution.</p> <p>Ans:</p> <p>MS: ½ Mark explanation and ½ mark title point 1 x 3 = 3</p> <ol style="list-style-type: none"> Transactional Functions Logistical Functions Facilitating Functions 	3
Q.18.	<p>The beloved bakery brand, "Sweet Delights," launched a new muffin named the "Choco-Nut Surprise." Denise, a loyal customer of the brand, purchased one of these muffins. Unfortunately, within minutes of consuming it, she had to be rushed to the hospital. It was later revealed that tree nuts were a key ingredient in the muffin, and Denise happened to be highly allergic to tree nuts. Shockingly, the product packaging contained no information regarding this allergen or ingredient.</p> <p>Denise, rightfully enraged by Sweet Delights' negligence, decided to file a complaint with the consumer court.</p>	3

	<p>From the above given case answer the following questions:</p> <ol style="list-style-type: none"> Identify and state the product decision is ignored by Sweet Delights. Explain any two important roles of the product decision identified in (a) <p>Ans:</p> <p>½ mark identification and ½ mark explanation</p> <p>Labelling - Labeling is regarded as part of marketing as packaging decisions involve the labeling requirements. It provides the customers with the requisite information about the product. The buyers also have complete information about the quality, features, standards, grade, price quantity etc. This helps them in making better and informed decisions. It is also helpful to the sellers as they can differentiate their products from their competitors. Attractive labeling also assists in encouraging the customers to pick the products off the shelf.</p> <p>½ mark title point and ½ mark explanation</p> <p>Students can write any two points</p> <ul style="list-style-type: none"> Provides description of the product and specifies its content Identifies the product or brand Aids in product grading Facilitates in the promotion of products Helps in providing information required as per the law 	
Q.19.	<p>Imagine you're at home one evening, and you receive a phone call from a telecommunications company. The caller introduces themselves as a representative of the Wifi company whose services you avail. He explains a limited-time offer for a high-speed internet package tailored to your needs. He highlights the benefits, such as faster streaming and seamless online gaming. He also emphasizes the cost-effectiveness of bundling services. Intrigued by the offer and the personalized approach, you decide to sign up for the upgraded package during the call.</p> <ol style="list-style-type: none"> Identify the mode of advertising undertaken by the telecommunications company in this scenario. Mention the benefits of the mode of advertising identified in (a) <p>Ans:</p> <p>MS: 1 mark for identification Telemarketing</p> <p>MS: ½ mark each for writing four points (1/2 x 4 = 2) Advantages of Telemarketing</p> <ol style="list-style-type: none"> Cost efficient in delivery Less intrusive than the phone calls Place & time independent Direct response 	3

	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	Marks
Q.20.	<p>Samsung a leading consumer electronics company, well known for its range of cell phones makes its products available at a steep discount or price them at much lower costs compared to Apple, in the hopes that users will become loyal to their brand. This approach also gives them access to a wider range of consumers and an opportunity to lead the marketplace.</p> <p>a. Identify the pricing policy undertaken by Samsung. b. Mention any three conditions favouring the pricing policy identified in (a).</p> <p>Ans: MS: 1 mark for identification Penetration pricing policy</p> <p>MS: 1 mark each for the conditions (1 x 3 = 3) Conditions: Students can write any three</p> <ul style="list-style-type: none"> • Where there is high price elasticity of demand, i.e., the firm is depending on low prices to attract more customers to new product. • Where large economies are possible, it is because larger sales volume means lower unit. • Where there is a strong threat of competition and only a low price can ward off the potential entrants to the market. • 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. • Where market segments are not there so that high price may be accepted. • When substitute product is available in the market 	4
Q.21.	<p>Arun is an intermediary who buys the products in bulk from the producer and sells it in smaller lots to other intermediaries like Sachin, who then sell the products to consumers.</p> <ul style="list-style-type: none"> • Identify the type of intermediaries Arun and Sachin could be? • Differentiate between the two identified intermediaries <p>Ans: MS: 1 mark for identification Arun is a Wholesaler Sachin is a Retailer Students can write any 3 points (1 x 3 = 3)</p>	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 	
Q.22.	<p>“Allout” in 1990 introduced liquid vaporizers as mosquito repellent, it was a pioneer in the product category as till 1990 mosquito coils were prevalent. Once the product category was tapped competition followed. The other brands within the same product category include Mortein, Good night which were competitors for Allout.</p> <p>From the above given situation:</p> <ol style="list-style-type: none"> a. Identify and state the stage of product life cycle in which All Out was in 1990. b. Explain any three marketing strategies that a brand must adopt at the stage identified in (a) <p>Ans: MS: ½ mark identification and ½ mark explanation</p> <p>Introduction Stage - In this stage a new product (from brand or category) is introduced and it is called the introductory stage. Introducing a new product is always a risky proposition, even for a skillful marketer. A new product category requires a long introductory period because primary demand ie demand for the product category must be aroused</p> <p>MS: 1 mark each for 1 point (1 x 3 = 3) Students can write any three points</p> <p>Marketing Strategies</p> <ul style="list-style-type: none"> • Products are promoted to create awareness and also develop market for the product. • The pricing of the product may be low to increase penetration and expand the market share or high priced to recover the development costs. • Distribution can be selective till consumers show acceptance of the product. • Marketing communication seeks to educate and enhance the product awareness 		4
Q.23.	<p>Sharara a small boutique store, struggled for attention. Emma, the owner's daughter, launched an Instagram account, showcasing their contemporary and modern designs. A viral contest and community engagement skyrocketed their popularity. Sharara evolved</p>		4

	<p>from a local boutique into a beloved hub, offering online ordering and tailoring classes. These strategies transformed the boutique's fortune, proving how a small business could flourish with the right online strategy.</p> <p>a. Identify the type of marketing undertaken by Sharara. b. Explain any three benefits of the identified concept.</p> <p>Ans: MS: 1 mark for identification Social Media Marketing</p> <p>MS: ½ mark title point and ½ mark explanation Students can write any three points (1 x 3 = 3)</p> <ul style="list-style-type: none"> • Brand Awareness • Feedback • Competitive advantage • Impact 	
Q.24.	<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.</p> <p>In the light of the above statement explain any four factors affecting the selection of promotion mix.</p> <p>Ans: MS: ½ mark title point and ½ mark explanation Students can write any four points (1 x 4 = 4)</p> <ul style="list-style-type: none"> • Push and Pull Strategies • Product Features • Stage of the Product Life Cycle • Buyer Readiness • Type of Buyer • Type of Distribution • Promotion Objectives, Budget, Cost and Availability of Media • Digital Dimension • Elections 	4