

Academic window**GRADE XII**
2023-2024 MARKETING

A NOTE FROM THE H.O.D

Philip Kotler , the acknowledged guru of marketing, defines marketing as , " A social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others". A Marketing management student gets his first lessons of the business world and understands better the key to achieving organizational goals , determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently .With this perspective CBSE has laid great emphasis on the student's ability to reason and analyse all learning and subsequently evaluate and gainfully apply all concepts taught. The Academic Window 2023-24 will help the students structure their preparation on one hand and gain a comprehensive grasp of the subject matter on the other hand. It is a valuable tool in the hands of the teacher as she can utilize it effectively to reinforce all learning and for the student every chapter has been summarized and all key concepts highlighted. Students can utilize the carefully prepared assignments, covering all important questions and HOTS, to prepare extensively and intensively !

Curriculum

This course is a planned sequence of instructions consisting of Units meant for developing employability and Skills competencies of students of Class XI and XII opting for Skill subject along with general education subjects.

Theory	60 marks
Practical	40 marks
Total Marks	100 marks

The unit-wise distribution of periods and marks for Class XII is as follows:

	Units	No. of Hours for Theory and Practical 220	Max. Marks
Part A	Employability Skills		
	Unit 1: Communication Skills - IV	13	10
	Unit 2: Self-management Skills - IV	09	
	Unit 3: Information and CommunicationTechnology Skills - IV	06	
	Unit 4: Entrepreneurial Skills - IV	16	
	Unit 5: Green Skills – IV	06	
	Total	50	10
Part B	Vocational Skills		
	Unit 1: Product	25	10
	Unit 2: Price Decision	25	10
	Unit 3: Place Decision: Channels of Distribution	25	10
	Unit 4: Promotion	25	10
	Unit 5: Emerging Trends in Marketing	20	10
	Total	120	50
Part C	Practical		
	Project		10
	Viva		10
	Practical File		10
	Demonstration of Skill Competency		10
	Total	50	40
	Grand Total	250	100

Part B:

S. No.	Unit	Sessions
1.	Product	<ul style="list-style-type: none"> • Meaning & Importance of Product. • Classification of Product. • Product Life Cycle – Concept & Stages. • Role of Packaging & Labeling.
2.	Price Decision	<ul style="list-style-type: none"> • Meaning and Importance of Price. • Factors Affecting Pricing. • Types of Pricing.
3.	Place Decision: Channels of Distribution	<ul style="list-style-type: none"> • Meaning & Importance of Place. • Types of Distribution. • Factors affecting the choice of Channels of Distribution. • Functions of intermediaries.
4.	Promotion	<ul style="list-style-type: none"> • Meaning & Need of Promotion. • Elements of Promotion Mix. • Factors affecting the selection of Promotion.
5.	Emerging Trends in Marketing	<ul style="list-style-type: none"> • Service Marketing. • Online Marketing. • Social Media Marketing.

PROJECT TOPICS:

1. Branding, Packaging and Labelling (BPL) Project :
Collect various (20-25) packages for fast moving consumer goods. Create a practical file demonstrating packaging and labelling strategies adopted by various firms.
2. Create a project by visiting different marketing organisations in your locality (retailers, wholesalers, distributor etc.). Take 5 products of your choice and find out which type of channel was involved before it reaches your hand. Also discuss functions of various intermediaries

PROJECT GUIDELINES

S.no	Project	Timeline	Guidelines
1.	Create a project by visiting different marketing organisations in your locality (retailers, wholesalers, distributor etc.). Take 5 products of your choice and find out which type of channel was involved before it reaches your hand. Also discuss functions of various intermediaries	21 st March – 25 th April	<p><u>Procedure:</u></p> <ul style="list-style-type: none"> ❖ Select and Visit departmental store/retail, shop or consumer cooperative store located nearby ❖ Observe the shop layout and record your observation ❖ select FIVE different products (should not be a same product with different brands) with varied length of distribution, analyse the factors involved in selecting the channels of distribution Study & record the functions of various intermediaries. ❖ Interview the shop or floor manager with the help of a questionnaire based on the various functions – productions and marketing . ❖ Tabulate the results of the research finding, using a table, which can be put under the heading 'Results' in your project. You have a choice of doing a bargraph, pictorial graph or pie chart based on the research. ❖ Give suggestion/Recommendations on based on your research ❖ Draw up a conclusion <p><u>Layout of the Project:</u></p> <ul style="list-style-type: none"> ❖ Certificate ❖ Acknowledgement ❖ Introduction on departmental store/retail, shop or consumer cooperative store ❖ Study on the functioning of the selected unit (various departments, suppliers, vendors, intermediaries.... Etc) with pictures. ❖ Explain in detail the types of channels involved for the chosen products. ❖ Discuss the functions of various Intermediaries

			<ul style="list-style-type: none"> ❖ Findings ❖ Recommendation/ suggestions ❖ Conclusion ❖ Bibliography
2.	Collect various (20-25) packages for fast moving consumer goods. Create a practical file demonstrating packaging and labeling strategies adopted by various firms.	16th May - 23rd June	<ul style="list-style-type: none"> ❖ collect 20 to 25 packages of various FMCG of varied range of popular brands and products. ❖ Collect data and prepare report on the popularity of different brands and quality of packages of the products chosen and reasons thereof. ❖ Study the packaging and labeling strategies of different chosen products ❖ Do some research on the selected product to find out brands and packaging of the same. ❖ Tabulate the results of the research finding, using a table, which can be put under the heading 'Results' in your project. You have a choice of doing a bar graph, pictorial graph or pie chart based on the research. ❖ Give suggestion/Recommendations on based on your research ❖ Draw up a conclusion <p>NOTE: Initial draft of the project to be submitted on or before 30th June and final printed Project must be submitted on 5th September.</p> <p>Layout of the Project:</p> <ul style="list-style-type: none"> ❖ Title page (in the form of a certificate, where you should give provision for the internal examiner and external to sign, your Board roll no. & your name. ❖ The name of the projects as given by the board (refer to the top of this page). ❖ Acknowledgement ❖ Contents page ❖ Introduction to branding - which should cover - meaning of branding, what is brand name and generic name,

			<p>advantages and disadvantage of branding to manufacturer and consumer, gives notes of brand, brand mark, brand name, trade mark, kinds of brands. (all samples must be put forth)</p> <p>❖ In the case of packaging or labelling - introduction: what is packaging, role of packaging, advantages and disadvantages of packaging, levels of packaging. (stick Packaging & labels of different products)</p> <p>Labelling- meaning, statutory requirements of labelling, kinds of labelling. Findings – Tables, graphs, pie charts (stick samples)</p> <p>❖ Analysis and Interpretations</p> <p>❖ Recommendations</p> <p>❖ Conclusion</p> <p>❖ Appendix (optional)</p> <p>❖ Bibliography</p> <p>□</p>
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PRODUCT

Value points:

- ☐ Meaning of product
- ☐ Components of Product
- ☐ Characteristics Product
- ☐ Importance of Product to a firm
- ☐ Product Levels
- ☐ Discussion of the consumer goods their types and features.
- ☐ Comprehension of types of industrial goods and their features.
- ☐ Understand Product Mix, Product line
- ☐ Enumerate different stages of the product life cycle.
 - A. Introduction Stage
 - B. Growth Stage
 - C. Maturity Stage
 - D. Decline Stage
- ☐ Discussion of the packaging concept and its role in marketing.
- ☐ Comprehension of importance and functions of Packing.
- ☐ Understand the essential qualities of good packaging and its types
- ☐ Discussion of concept of Labeling.
- ☐ Significance and functions
- ☐ Kinds
- ☐ Requirement of a good label
- ☐ Statutory requirements of a good label
- ☐ Discussion of concept of Branding
- ☐ Meaning of brand, Brand name, Branding, Trade mark, Patents and Copy rights
- ☐ Reasons of branding and Functions of branding
- ☐ Types of brands
- ☐ Characteristics of a good brand name
- ☐ Branding and packaging in India

Multiple Choice Questions:

- 1. Goals or objectives convert the organization_____into tangible action.**
 - A. Vision
 - B. Aim
 - C. Mission
 - D. Commitment

- 2. Which one is not part of strategic marketing perspective?**
 - A. The types of customer it wishes to serve
 - B. The particular needs that it wishes to satisfy
 - C. Technology by which organization will satisfy customer needs
 - D. Product producing or service delivery enterprise

- 3. Distinctive competency describes an organization's_____**
 - A. Strengths
 - B. Weakness
 - C. Opportunities
 - D. Threats

- 4. Product-marketing strategies involves_____**
 - A. Product mix
 - B. Marketing mix
 - C. Promotion mix
 - D. Product mix and Marketing mix

- 5. What is the last step of strategic marketing management?**
 - A. Formulating product marketing strategies
 - B. Defining organization's mission and goals
 - C. Developing reformulation and recovery strategies
 - D. Budgeting marketing and production resource

- 6. Which factor should not consider for adopting market penetration?**
 - A. Market growth
 - B. Increase market share
 - C. competitive reaction
 - D. Promotional activities

- 7. Cannibalism is related with_____**
 - A. Product development

- B. Promotional activities
- C. Product life cycle
- D. Product extension

8. Which of the factor should be considered first before adopting a market penetration strategy?

- A. Market growth
- B. Situation
- C. SWOT
- D. Market development

9. Cannibalism occur when _____

- A. Sales of a new product come at the expense of sales of existing product
- B. The existing product reduce the sales of new product
- C. Competitions product cannot give access to the new of product
- D. Sales of a new product kill the opportunity of sales of competition

10. When an organization defines its business from market perspectives then this organization is viewed as a _____

- A. Customer satisfying endeavour
- B. Market Share increasing endeavour
- C. Product-producing enterprise
- D. Service-producing enterprise

11. Which of the following firms emphasizes on product's benefits to the customers rather product attributes?

- A. Product oriented
- B. Market oriented
- C. Sales oriented
- D. Production oriented

12. Which of the following is NOT a technique of measuring customer satisfaction and monitoring customer's complaint?

- A. Customer complaints database
- B. Web and telephone information hotlines
- C. Exit interviews
- D. Business analysis

13. The phenomenon, when a customer dislikes a product and talks against the product, is termed as:

- A. Propaganda
- B. Unfavorable environment
- C. Bad mouth

D. Bad impression

14. Products that are usually purchased due to adversity and high promotional back up rather than desire are called:

- A. Sought goods
- B. Unique goods
- C. Unsought goods
- D. Preferred goods

15. A customer requirement about any product in which he/ she needs to avail core features in that product, is called:

- A. Real need
- B. Stated need
- C. Unstated need
- D. Delighted need

16. Which of the following is NOT an aggressiveness strategy?

- A. Harvesting
- B. Building
- C. Intensification
- D. Holding

17. Which of the following is NOT a type of innovation strategy?

- A. Pioneers
- B. Challengers
- C. Close followers
- D. Late followers

18. The _____ is the central instrument for directing and coordinating the marketing effort. Select correct option:

- A. Business plan
- B. Production plan
- C. Market plan
- D. Selling plan

19. Which product is MOST likely to be purchased through routine decision making?

- A. Television set
- B. Soft drink
- C. Shirt
- D. Car

2/3 mark questions

1. Define a product.
2. State the need for 'branding of a product'
3. State the characteristics of convenience products.
4. Give two examples each of convenience and shopping products.
5. What do you mean by a brand name? List its advantages.
6. Explain the concept of Product mix.
7. Differentiate between Brand name and generic name.
8. List the merits of Branding from the point of view of :
 - a) Manufacturer b) Wholesaler / Retailer c) Consumer
9. Distinguish between Product and Services.
10. What are Specialty Products? Give examples.
11. What do you mean by Product Planning? State its significance in taking various marketing decisions.
12. Discuss the various levels of packaging.
13. Discuss the requisites of a good package.
14. 'Core Product' is the fundamental dimension of a product. Explain the other layers of a product with examples.
15. What is Labelling? Mention any two purposes which a label would serve.
16. What are Convenience Products? Give examples.
17. Explain the decisions that companies make when developing product mix.

4 **Mark questions:**

1. What are the distinguishing features of 'Industrial Products'? Explain With suitable examples.
2. Distinguish between shopping goods and convenience goods, with the help of Suitable examples.
3. Enumerate the different kinds of Labelling.
4. Distinguish between Industrial and Consumer goods.
5. Enumerate important characteristics of industrial products.
6. What strategies would you suggest to the marketers of a product in the introductory stage of PLC? Explain.
7. Distinguish between Branding and Grading.
8. What do you understand by the term 'product'? Explain the different levels of a product.
9. What is branding? How is it important to marketers and customers?

5/6 Mark questions:

1. What is Product Life Cycle? How does it help in determining strategies for the promotion of a product? Explain.

OR

Explain the various stages of PLC and the strategies often used during each stage.

2. What is Product Life Cycle? Discuss the advantages of PLC to a firm.
3. Explain the factors affecting the product mix of a firm.
4. Elucidate the steps in new product development.
5. What do you understand by branding? Distinguish between Brand Name, Brand Mark and Trade Mark, with the help of examples.
6. How does the study of Product Life Cycle help an organization in determining its marketing strategies? Explain with the help of suitable examples.

Application based Question:

Sunitha completed her BBA course two years ago. As she had knowledge of the business she began taking interest in her parental business. Her father used to do wholesale business of wheat. Sunita suggested to her father why not they should also go in for retail business of wheat. Her father agreed. He entrusted full responsibility of the new business to Sunita. First of all, she conducted market survey and tried to obtain information regarding the kind of wheat, price and weight of its packing, that the people liked. On the basis of the information obtained from the market she concluded that people liked *Desi* wheat the most. Many varieties of wheat were already available in the market. In order to show that her wheat was distinct from that of other traders, she gave it the name of “Sharbathi Healthy food”. Wheat was packed in attractive plastic bags, the weight of each packed wheat bag was either 10Kg. or 20 Kg. so that it is easily carried and moved from one place to the other.

Sunitha pasted a label on each bag giving full information about the wheat packed in.

While deciding the price of her product she kept in mind, the expectations of the people, price of competitor's products and reasonable rate of profit. Thus a new business came into being. Within a few days, Sunitha was known as successful traders.

With reference to the above paragraph identify four functions of marketing.

Solution:

Following four functions of marketing have been highlighted in this paragraph:

1) Gathering and Analysing Market Information: It refers to the identification of consumer's requirements and their expectations, so that various decisions relating to marketing of goods and services are taken successfully, (before commencing her retail

trade of wheat. Sunitha gathered various information's from the market and analysed the same.)

2) Branding: It refers to the process by which special identity of the product is established. (To have a distinct identity of her product from other competitors, Sunitha named it Sharbati Healthy Food.)

3) Packaging and Labelling: Packaging refers to those activities which are related to designing and production of the containers in which the products are packed.

Labelling: refers to the process of preparing a label, (Sunitha is doing the job of packaging and labelling.)

4) Pricing: It refers to all those decisions which are concerned with the price fixation of any product or service (Sunitha is taking all those decisions which are related to the fixation of price of wheat.)

MULTIPLE CHOICE QUESTIONS ANSWERS:

- | | | |
|------|-------|-------|
| 1) C | 10) A | 19) B |
| 2) D | 11) B | |
| 3) A | 12) D | |
| 4) B | 13) C | |
| 5) C | 14) C | |
| 6) D | 15) B | |
| 7) A | 16) C | |
| 8) A | 17) C | |
| 9) A | 18) C | |

PLACE MIX
(PHYSICAL DISTRIBUTION)

Value points:

- ❖ Understanding the role of place as a part of marketing mix
- ❖ Detailed definition of place
- ❖ Participants of distribution system
- ❖ Functions performed by channels of distribution
- ❖ Describe: direct and indirect channels of distribution
- ❖ Understanding of Distribution Channel Intermediaries
- ❖ Understand the functions of two main Intermediaries i.e wholesalers and retailers
- ❖ Centralized and decentralized warehousing with their positive and negative points
- ❖ Setting of stock levels
- ❖ Material handling
- ❖ Transportation, Distribution policies
- ❖ Special methods of distribution
- ❖ Role of middlemen
- ❖ Levels of distribution
- ❖ Large scale retailers –wholesaler, retailer, departmental, multiple shops, Mail order houses
- ❖ Types of middlemen and agent
- ❖ Types of channel of distribution

Multiple Choice Questions:

- 1. According to a chapter story about H&M clothing stores, H&M is able to put products out quickly and inexpensively by all of the following EXCEPT _____.**
- a. having few middlemen and owning no factories
 - b. buying large volumes
 - c. having extensive experience in the clothing industry
 - d. having a great knowledge of which goods should be bought from which markets
 - e. having total control of its distribution channel from the time the goods are produced until the time they are sold.
- 2. The task of any business is to deliver _____ at a profit.**

- a. customer needs
- b. products
- c. customer satisfaction
- d. products and services
- e. improved quality

3. In a hyper competitive economy such as ours, a company can win only by fine-tuning the value delivery process and choosing, providing, and _____ superior value.

- a. communicating
- b. selecting target markets with
- c. composing
- d. developing
- e. researching

4. The traditional view of marketing is that the firm makes something and then _____ it.

- a. markets
- b. sells
- c. distributes
- d. prices
- e. services

5. Today, the “mass-market” is actually splintering into numerous _____, each with its own wants, perceptions, preferences, and buying criteria.

- a. micro markets
- b. market targets
- c. macro markets
- d. customer cliques
- e. demographic units

6. Which of the following is a controllable factor for marketers? Select correct option:

- a. Competition
- b. Technology
- c. Corporate culture
- d. Economy

7. Which of the following is not an element of the marketing mix?

- a. Promotion.
- b. Product.
- c. Target market
- d. Pricing.

8. Which among the following is an example for a non-profit organisation?

- a. hotel
- b. Hospital
- c. university
- d. charitable society

9. Decisions regarding covering area of a product are included in which of the following marketing strategy of a market plan?

- a. Distribution
- b. Promotion
- c. Pricing
- d. Product

10. Transporting and storing goods is part of which of the following marketing channel functions?

- a. negotiation
- b. physical distribution
- c. contact
- d. matching

2 / 3 mark questions

1. What is selective distribution?
2. Discuss the various levels of packaging.
3. List the channels of distribution used for marketing of consumer products.
4. What do you mean by retail trade?
5. What role do middlemen play in the distribution of agricultural product?
6. Give two examples of products in which direct channels are used, stating reasons for the same.
7. What is physical distribution?
8. What is inventory control?
9. What is Channel less marketing?
10. Give a brief account on the different small scale Retailers.
11. What is Intensive Distribution?

4 mark question

1. Explain any four services rendered by wholesalers to manufacturers in distribution of products.
2. What role does a middleman play in the marketing of goods and services?
3. Explain the importance of distribution in marketing of goods and services.
4. Explain any four functions of retailers.

5. What types of retailers are available in India? Explain
6. How is a wholesaler different from a retailer?
7. “Packaging is very important element of the marketing mix.” Discuss
8. Discuss the advantages and limitations of multiple shops.
9. Discuss the factors to keep in mind while selecting an appropriate channel of distribution.
10. What are Mail Order Houses? What kind of products can be sold through them? Discuss their merits and limitations.
11. Discuss any four features of super markets.

5/6 mark question

1. Explain the components of physical distribution.
2. Explain the factors affecting the choice of a suitable channel of distribution.
3. What is the role of physical distribution in the distribution of products and services? Also specify the types of intermediaries.
4. Today’s marketing communications are increasingly seen as interactive dialogue between companies and customers. The need of the hour is direct marketing without the use of middlemen.

Explain the meaning, benefits and tools of direct marketing.

5. Explain mail order system retailing. Also explain its advantages and limitations.
6. Distinguish between wholesaler and retailer.
7. Distinguish between Departmental stores and Multiple Stores.

MULTIPLE CHOICE QUESTIONS ANSWERS:

- | | |
|------|------|
| 1) e | 6) c |
| 2) c | 7) c |
| 3) a | 8) d |
| 4) b | 9) a |
| 5) a | 10) |

PROMOTION MIX

VALUE POINTS

- ❖ Describe the concept of promotion
- ❖ What is the importance of Promotion?
- ❖ Describe the elements of Promotional Mix.
 - A. Advertising
 - B. Sales promotion
 - C. Personal Selling
 - D. Public relation
- ❖ Difference between advertising and sales promotion
- ❖ Difference between Personal selling and sales promotion
- ❖ Explain the factors
- ❖ Qualities of a successful salesman

Multiple Choice Questions:

1. Which tool of the promotional mix is defined as any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor?

- a. Advertising
- b. Public relations
- c. Direct marketing
- d. Sales promotion

2. Another name for a company's marketing communications mix is:

- a. The advertising program.
- b. The sales force.
- c. The image mix
- d. The promotion mix.

3. The _____ is the specific mix of advertising, personal selling, sales promotion, public relations, and direct marketing tools that the company uses to pursue its advertising and marketing objectives.

- a. Value mix
- b. Integrated dealer mix
- c. Marketing communications mix
- d. Marketing control mix

4. A good way to describe the _____ would be discuss all the activities involved in building deeper understanding, relationships, and offerings to individual customers.

- a. Customer acquisition process
- b. Customer relationship management process
- c. Customer prospecting process
- d. Customer fulfilment management process

e. Customer equity process

5. Competitors find it hard to imitate companies such as Southwest Airlines, Dell, or IKEA because they are unable to copy their_____.

- a. Product innovations
- b. Distribution strategy
- c. Pricing policies
- d. Activity systems
- e. Logistics system

6. _____allows the company to discover who its customers are, how they behave, and what they need or want. It also enables the company to respond appropriately, coherently, and quickly to different customer opportunities.

- a. Network management
- b. Strategic management
- c. Marketing management
- d. Customer relationship management
- e. Total quality management

7. This method is specifically used for increasing the short term sale of the goods.

- a. Advertising
- b. Sales Promotion
- c. Publicity
- d. Public Relations

8. Electronic shopping, TV shopping is related with:

- a. Advertising
- b. Personal Selling
- c. Direct Marketing
- d. None of these

9. The purpose of this type of advertising is to create repeat purchases.

- a. Reminder
- b. Reinforcement
- c. Persuasive
- d. Informative

10. In_____more customers would like to buy the product than can be satisfied.

- a. latent demand
- b. irregular demand
- c. overfull demand
- d. excessive
- e. negative demand

11. In_____consumers may share a strong need that cannot be satisfied by an existing

product.

- a. negative demand
- b. latent demand
- c. declining demand
- d. irregular demand
- e. non-existent demand

12. Marketers often use the term _____ to cover various groupings of customers.

- a. people
- b. buying power
- c. demographic segment
- d. social class position
- e. market

13. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of:

- a. Pricing
- b. Distribution
- c. Product development
- d. Promotion

2/3 marks questions

1. Why is promotion considered to be an important element of marketing mix?
2. Discuss pull and push strategy.
3. What is publicity?
4. Discuss rational, emotional and moral appeals of advertising.
5. Define advertising. List two of its objectives
6. Distinguish between advertising and publicity.
7. What is AIDAS concept?
8. Define personal selling.
9. Suggest suitable media for advertising: a) truck tyres b) Cosmetics and c) Televisionsets.
10. What do you mean by film advertising?
11. State the factors that affect the choice of mode of advertisement.

4 mark questions.

1. The manager of Impact enterprises dealing in cosmetics is facing the problem of poor sales. Suggest and explain any four promotional measures that he can undertake to improve the sales.
2. Enumerate and explain any four requisites of a good advertisement.
3. Discuss the merits & demerits of print media as a medium of advertising.
4. It pays to advertise. Do you agree? Give reasons
5. What do you understand by sales promotion? Explain its significance.
6. Define personal selling. Why should a manufacturer use personal selling for promoting his product?
7. Explain the media of advertising with example.
8. What is promotion? What are the important objectives of promotion?
9. "Push strategy is better than pull strategy for FMCG and the vice-versa for industrial products." Do you agree? Give reasons.
10. Explain the merits and limitations of personal selling.
11. How does an advertising campaign of a watch manufacturer differ from that of a travel agency?

5/6 mark questions

1. Enumerate the salient features of advertising. How does it benefit the manufacturers and consumers? Explain.
2. Explain the factors to be kept in mind while selecting an appropriate advertising media.
3. Discuss any six sales promotion techniques commonly employed by marketers with suitable examples.
4. Discuss the various factors affecting promotion mix of a firm.
5. Is advertising a social waste? Do you agree? Give reasons for your answer.
6. Discuss the benefits of advertising to manufacturers, consumers and the society.
7. Distinguish between advertising and sales promotion.
8. Discuss the significance of personal selling. What are the qualities of a good salesman?
9. Name the various advertising media. Discuss the advantages and disadvantages of outdoor advertising.
10. Explain promotion mix and also the important elements of promotion mix.
11. An advertiser tries to induce behavioural patterns by making positive or negative appeals. What is an appeal? What are positive appeal and negative appeals? Explain them with suitable illustrations.
12. What are 'buying motives'? Explain What buying motives can be there for the purchase of:
a) Mobile phones b) hair shampoo

Application Questions:

1) Hema, Anitha & Veena all are doing MBA. All the three are to give their presentation on the topic of marketing. They are discussing about the material to be included in the presentation. Main ideas of their discussion are as follows:

Hema was of the view that, “She should be able to speak in a clear, loud and balanced voice, while communicating she should be fully confident.”

Anitha was of the opinion that, “She should be a good psychologist”. Besides, “She should remain vigilant of the nature of the company for which she works”.

Veena held the view that, “A healthy person very soon gets associated with the customers”.

Clarify the topic in whose context the above discussion is being held. Identify three points mentioned in the above paragraph, in your answer.

Solution:

- a) This discussion refers to the *qualities of a good Salesman*.**
- b) All the three students have highlighted the following qualities of a good salesman.**
 - i) Hema: Good Communication Skills.**
 - ii) Anitha: Psychological and Technical Qualities.**
 - iii) Veena: Physical Qualities.**

MULTIPLE CHOICE QUESTIONS:

- | | |
|------|-------|
| 1) a | 10) c |
| 2) d | 11) b |
| 3) c | 12) e |
| 4) b | 13) d |
| 5) d | |
| 6) d | |
| 7) b | |
| 8) c | |
| 9) a | |

PRICING

Value points

- ❖ Introduction
- ❖ Meaning of Price and Pricing
- ❖ Importance of pricing to a firm
- ❖ Importance of pricing to a consumer
- ❖ Discussion of various internal factors affecting product pricing
- ❖ Discussion of various external factors affecting product pricing
- ❖ Enumerate different types of pricing
 - A. Demand-oriented pricing
 - B. Cost-oriented pricing
 - C. Competition oriented pricing
 - D. Value- based pricing
- ❖ Explain the basis of different pricing methods
- ❖ Pricing of industrial goods
- ❖ Resale price maintenance
- ❖ Discount and allowances
 - Meaning & Importance
 - Types of discount:
 - Trade discount
 - Quantity
 - Cash discount
 - Seasonal discount

Promotional Allowances, trade allowance, cash rebate

Multiple Choice Questions:

1. Market price is also known as:

- a. Effective price
- b. List price
- c. Retail price
- d. Wholesaler price

2. Which of the following is also known as accumulation discounts?

- a. Trade discount
- b. Non-cumulative quantity discount
- c. Cumulative quantity discount

d. Quantity discount

3. A company is providing warehousing facility to its channel members. The company is using which of the following?

a. Seasonal discount

b. Trade discount

c. Quantity discount

d. Cash discount

4. Which of the following price is quoted to a potential buyer, usually in written form?

a. Wholesale price

b. Market price

c. List price

d. Retail price

5. According to four Ps of marketing, the inventory and logistics services are classified as

a. Place

b. Product

c. Price

d. Promotion

6. When a company uses a low pricing strategy to maximize sales, it is using a _____ strategy:

a. price skimming

b. penetration pricing

c. leader pricing

d. prestige pricing

7. A possible downside from cutting prices would be

a. competitors will raise prices in advance

b. customers perceive product has lower quality

c. increased demand

d. higher margin of profit per unit sold

8. which of these pricing tactics is illegal under competition law

- a. loss-leading pricing on children's products
- b. sub-prime pricing
- c. price wars
- d. predatory pricing

9. Which of the following is NOT an advantage of penetration pricing?

- a. It creates high stock turnover
- b. It encourages the entry of competitors
- c. It creates valuable word of mouth
- d. It creates goodwill

10. It is a method in which various products are combined at the same price.

- a. Promotional pricing
- b. Product-bundle pricing
- c. Captive product pricing
- d. Optional product pricing

2 / 3 Mark questions

- 1. What is meant by competitive based pricing?
- 2. What is price?
- 3. What is demand based pricing?
- 4. What is pricing?
- 5. State the methods of determining the price of goods and services.
- 6. What is resale price maintenance?
- 7. What is the influence of discounts and allowances on pricing decisions?
- 8. What is cost-based pricing?
- 9. What is leader pricing? Illustrate with an example.
- 10. State how consumers, marketers and society view pricing.
- 11. What is perceived value pricing?
- 12. State the methods of determining the prices of goods and services.

4 mark questions

- 1. Explain the factors affecting determination of prices of industrial products.
- 2. What are the factors affecting price of consumer products? Explain.
- 3. Explain the importance of pricing.

OR

Why is pricing considered to be such an essential component of marketing mix? Explain!

4. A manager consultant is trying to decide which pricing strategy would be most appropriate: -cost oriented, demand oriented or competition oriented? Advise him on the strength and weakness of cost oriented strategy.
5. Explain trade discount with its merits.
6. Explain with illustration the concept of value-based pricing.
7. "When a firm considers initiating a price change, it must carefully consider its customer's and competitors' reaction." Do you agree? Explain.
8. Distinguish between skim the cream pricing and penetrating pricing.
9. Distinguish between the forces that push up price and force that pulls it down.
10. What are the basis on which discriminatory pricing can be resorted to?

5/6 marks questions

1. Explain the various internal factors affecting the price of a product.
2. Explain the internal factors affecting the price of a product.
3. What is the importance pricing in the marketing of services? Explain the method of Break Even Analysis with the help of an example.
4. Explain the objectives of pricing policies of a business firm.
5. Write short notes on the following:
 - a. Dual pricing
 - b. Follow the leader pricing
 - c. Psychological pricing
6. Discuss the different alternative pricing strategies available to a firm while launching a product which is completely new to the market. Explain the merits and demerits of the above strategies.
7. Explain the logical steps to be followed by a marketer for setting price of a product. Support your answer with appropriate examples.

Multiple Choice Questions Answers:

- | | |
|------|-------|
| 1) a | 6) b |
| 2) c | 7) b |
| 3) b | 8) b |
| 4) c | 9) b |
| 5) a | 10) b |

EMERGING TRENDS IN MARKETING

Value Points:

- ❖ Define and understand the meaning service marketing
- ❖ Characteristics of service
- ❖ Identify the types of services
- ❖ Emphasis on service quality
- ❖ Define and understand the meaning online marketing
- ❖ Advantage of online marketing
- ❖ Describe meaning of social media marketing
- ❖ Advantages of social media marketing

Multiple Choice Questions:

1. The purchase of goods or services for use by an organization in producing other goods and services or to support the daily operations of the organization or for resale is called:

- a) wholesale marketing.
- b) business-to-business marketing.
- c) corporate marketing.
- d) distribution marketing.

2. B2B marketing is fundamentally different from consumer goods or services marketing because:

- a) distribution channels for business products are significantly longer.
- b) customer relationships for business products tend to be short-term and transactions-based.
- c) organizational buyers do not consume the products or services themselves.
- d) customer service plays a smaller role in the distribution of business products.

3. Which of the following is not a characteristic of business markets?

- a) The nature of demand.
- b) The buying processes.
- c) The high level of promotion.
- d) The relationships.

4. The development and maintenance of _____ between buying and selling organizations is pivotal to success.

- a) products
- b) relationships
- c) services
- d) system

5. Three broad types of B2B organizations are identified:

- a) Domestic, regional and international organizations.
- b) Small, medium and large enterprises.
- c) Commercial, government and institutional organizations.
- d) Small companies, large enterprises and not-for-profit organizations.

6. When one company re-labels a product, and incorporates it within a different product, in order to sell it under their own brand name and offering its own warranty, support and licensing, what is this referred to as?

- a) Government.
- b) Original equipment manufacturers (OEMs).
- c) Retailers.
- d) Distributors.

7. These goods and services are 'consumables' as they are necessary to keep production processes and the organization running. They are known as:

- a) Input goods.
- b) Equipment goods.
- c) Supply goods.
- d) Commodity.

8. Organizations that purchase goods and services that are then consumed as part of their production and manufacturing processes are referred to as:

- a) Institutions.
- b) Users.
- c) Original Equipment Manufacturers (OEMs).
- d) Distributors.

9. The development of _____ techniques has enabled organizations to concentrate on their core processes and to outsource all other activities.

- a) Logistics management
- b) Supply chain management
- c) Lean management
- d) Supplier research

10. Organizational buying behaviour is about:

- a) determining the characteristics of the needed product.
- b) the functions and processes, strategy, and the network of relationships.
- c) searching for qualified sources.
- d) evaluating proposals and selecting suppliers.

11. A unique purchase situation in the business market that requires considerable effort on the decision maker's part is called:

- a) a straight rebuy.
- b) a modified rebuy.
- c) a new-task buy.
- d) a selective rebuy.

12. Examples of business market items that would usually be purchased as a straight re-buy are:

- a) high-quality raw materials.
- b) heavy-duty machinery.
- c) paper clips and pencils.
- d) computers.

13. Which of the following is not a membership of an organization's decision-making unit?

- a) Initiators.
- b) Users.
- c) Contractors.
- d) Gatekeepers.

14. In a business buying centre situation, the people who use the product once it has been acquired and who will also evaluate its performance are called:

- a) Users.
- b) Consumers.
- c) Influencers.
- d) Gatekeepers.

15. The function performed by the gatekeeper in the company decision-making unit is to:

- a) supply information to guide the evaluation of alternatives.
- b) select a supplier and implement the procedures for securing the goods and services.
- c) choose which goods and services will actually be bought.
- d) control the information that all members of the decision making unit will review.

16. When demand for a product is _____, an increase or decrease in the price of a product will not significantly affect demand for the product.

- a) responsive
- b) elastic
- c) inelastic
- d) derived

17. The purchasing strategy that refers to a buyer's efficiency orientation where the main purchasing goal is to seek the lowest price for the product is known as:

- a) the bargainer.
- b) the price minimizer.
- c) The clockwiser.
- d) The adaptator.

18. The _____ purchasing strategy refers to network relationships that function predictably and precisely.

- a) adaptator
- b) clockwiser
- c) bargainer
- d) projector

19. The term _____ has become the established term to refer to those customers who are considered to be strategically important.

- a) stakeholder
- b) client
- c) key account
- d) partner

20. _____ can be distinguished as an independent type of organization. They provide services to all other organizations and can be found in many sectors.

- a) Professional service firms

- b) Suppliers
- c) Agencies
- d) Manufacturing firms

2 / 3 mark questions :

1. List the Characteristic features of services.
2. What are the tasks involved in Services Marketing?
3. Prepare a list of services that require machines to support Their service delivery system.
4. Elucidate the various reasons for the growth of services Sector.
5. What do you understand by the historic marketing for Services.

4 mark questions:

1. Discuss the various categories of Service mix.
2. Elaborate in detail the various characteristics of Services.
3. Discuss the suitable examples the marketing strategies for service firms.
4. What do you mean by extended marketing mix ? Discuss in detail.
5. Discuss the nature of services with real time examples.
6. Give an account on marketing of services with reference to India.
7. Explain the role of marketing mix in marketing various services.
8. State in detail the services delivery process with suitable examples

5/6 Mark questions:

1. “Services marketing means satisfying employees as well as customers”
Do you agree ? Explain.
2. Explain some of the best practices of services quality management Practiced in India.
3. “ Extended marketing mix is all inclusive in the existing P’s of marketing,” Justify.
4. “ Effective Communication is the essence of promotion,” Discuss this statement in the light of the extended P’s of marketing.
5. “ Effective services marketing means meeting customer expectation efficiently.”
Do you agree ? Justify.

6. "Extended marketing mix is a myth". Do you agree ? Explain.
7. Is there any difference between services marketing from productMarketing ss? Place your arguments accordingly.
8. Mc Donald is engaged in fast food chain:
 - a) Identify the basic need satisfied by the service
 - b) Describe how the service is being provided by it.

Multiple Choice Questions Answer :

- 1) b 2) c 3) c 4)b 5) c 6) b 7) c 8) b 9) c 10) b 11) c
 12) c 13) c 14) a 15) d 16) c 17) b 18) b 19) c 20) a



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PERIODIC TEST 1(2022-23)

Subject: Marketing

Grade: 12

Max. Marks:35

Time:1hr 10 min

Name:

Section:

Roll No:

- **General Instructions:**
- Attempt all parts of a question together

SECTION A (1X5=5 MARKS)

1.	This type of product is the future product inclusive of the advancement and refinement in the existing product.			1
a.	Augmented product	b.	Customised product	
c.	Generic product	d.	Potential product	
2.	It is a marketing practice in which a Company creates a name or design that is easily identifiable as belonging to the company			1
a.	Symbol	b.	Branding	
c.	Labelling	d.	Trade Mark	
3.	Ritu purchased her favorite magazine while waiting in the billing counter after her purchases in a super market. The magazine she purchased is classified as-----			1
a.	Emergency Goods	b.	Impulse Goods	
c.	Staple Goods	d.	Unsought Goods	
4.	Arpit went to purchase shirts for him in van Heusen Outlet . He wondered why the sizes of shirts were of standard sizes there. When he enquired the same to the retailer, he explained that it is because of _____ followed by the Producer of Van Heusen shirts.			1
a.	Product differentiation	b.	Product modification	
c.	Product Standardisation	d.	Product elimination	
5.	The brand loyalty of customers using _____ is/are at minimum most level.			1
a.	specialty products	b.	Industrial products	
c.	Shopping products	d.	both convenience and Unsought products	

SECTION B (2X5=10 MARKS)

6.	Define the term 'Product'.	2
7.	Differentiate between non-durable goods and durable goods.	2
8.	"It is the brand mark/symbol and an essential aspect of the product, extending its support to the brand effectively". Identify and briefly explain the component of the product highlighted in the above statement.	2
9.	Discuss the marketing strategy of Unsought goods.	2
10.	What do you mean by Product repositioning.	2

	SECTION C (3X4=12 MARKS)	
11.	List down any three characteristics of a Product.	3
12.	Identify the Products used as inputs to produce consumer products. List down any two features of the same.	3
13.	<p>Lakan Crackers Ltd., a fire-cracker manufacturing company, launched some new products on the eve of Diwali in the market in their name which attracted many buyers. To meet the increasing demand, the company employed people from nearby villages where there was a lot of unemployment. Because of the good behaviour of the management with the employees, more and more people wanted to join the company. As the products were in great demand in the market, a competitor imitated the products. The products of the competitor were not accepted by the customers as it was a status symbol to buy the products of Lakan Crackers Ltd. because of their quality.</p> <p>Identify and explain the component of product and its type, because of which customers preferred the products of Lakan Crackers Ltd.in the market.</p>	3
14.	Differentiate between Homogeneous products and Heterogeneous Products.	3
	SECTION D (4X2=8 MARKS)	
15.	Aakash the Marketing head of Shakthi Food Products Ltd., was involved in the process of introducing a new product in his product line of food products in the market. He was analyzing the various factors influencing the product mix of his food products with his Marketing team. List down and explain the factors discussed by them.	4
16.	<p>Carrefour hyper market sells wide variety of products ranging from breads, chocolates, tooth brushes, television, high-end watches and also products like blood pressure monitors, office equipments and office supplies like writing papers too, to name a few.</p> <p>Identify and classify each type of product listed above.</p>	4



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PERIODIC TEST 1(2022-23)

ANSWER KEY

Subject: Marketing

Grade: 12

Max. Marks:35

Time:1hr min

Name:

Section:

Roll No:

- **General Instructions:**
- *Attempt all parts of a question together*

SECTION A (1X5=5 MARKS)

2.	d. Potential product	1
2.	b. Branding	1
3.	b.Impulse goods	1
4.	c. Product Standardisation	1
5.	d. Both convenience and Unsought products	1

SECTION B (2X5=10 MARKS)

6.	According to Philip Kotler, "Product is anything that can be offered to someone to satisfy a need or a want". William Stanton, "Product is a complex of tangible and intangible attributes, including packaging, colour, price, prestige and services that satisfy needs and wants of people". It is defined as a good or service that most closely meets the requirements of a particular market and yields enough profit to justify its continued existence	2
7.	Non durable goods: Non durable goods are tangible goods normally consumed in either one or a couple of uses. These are purchased regularly and also consumed frequently. Smooth distribution and easy availability at all possible locations makes these products succeed in the market. The marketer has to advertise heavily to increase the purchase and build brand preference. Most of the fast moving consumer goods category products belong to this class. Examples include food items and toiletries. Durable goods: Durable goods are tangible goods that can normally be used for many years. These products need more personal selling, after sales service, are often supported by guarantee and warranty programs. Examples include LCD TVs, mobile phones, washing machines and microwaves.	2
8.	The Logo It is the brand mark/symbol and an essential aspect of the product, extending its support to the brand effectively. Symbols and pictures ensure product/brand identification and recall with their importance being enhanced in rural markets where brands are mostly recognized by their picture in the logo.	2
9.	MARKETING STRATEGY OF UNSOUGHT GOODS: (a) Price :It varies from product to product. (b) Promotion: Personal selling and aggressive advertising by producer and seller. (c) Place: It depends upon the product. (d) Product: Life insurance, Red Cross Blood Donations, etc	2
10.	PRODUCT REPOSITIONING–It refers to the manner in which a marketer changes the whole product in order to satisfy a particular segment or customer. Mostly repositioning is done when a product is changed physically.	2

	SECTION C (3X4=12 MARKS)	
11.	<p>CHARACTERISTICS PRODUCT:</p> <ol style="list-style-type: none"> 1. Product is one of the core elements of marketing mix. 2. Various people view it differently as consumers; organizations and society have different needs and expectations. 3. The product includes both good and service. 4. A marketer can realize their goals by manufacturing, selling, improving and modifying the product. 5. It includes both tangible and non-tangible features and benefits offered. 6. It is vehicle or medium to offer benefits and satisfaction to consumers. 7. The important lies in services rendered by the product and not ownership of product. People buy services and not the physical object. 8. Product includes total offers, including main qualities, features and services. <p style="text-align: right;">(any three)</p>	3
12.	<p>Industrial Products: The Products used as inputs to produce consumer products are known as industrial products. They are used for non-personal and business purposes. Examples being raw materials, tools, machinery, lubricants etc.</p> <p>Feature of Industrial products: • Limited number of buyer in comparison to consumer goods. • Length of Channel for distribution is short. • Demand for the product is concentrated in certain geographical locations and is derived from the demand of consumer goods. • Product purchase is based on fulfillment of technical considerations. • 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</p> <p style="text-align: right;">(any 2 points- 1 mark each)</p>	3
13.	<p>Branding is the product-related decision because of which consumers preferred the products of Lakan Crackers Ltd.</p> <p>Branding is the process of assigning a name (brand name), sign or symbol (brand mark) or a combination of all to a product. Branding facilitates product differentiation, assists in advertising and display programmes, facilitates differential pricing , promotes consumers loyalty etc.</p> <p>Manufacturer's brand: When the ownership lies with the manufacturer and the producer provides the brand name to the products, it is called manufacture's brand. The manufacturer is responsible for its marketing and enhance customer loyalty by building the brand name.</p>	3
14.	<p>Homogeneous Products: They are products which are alike, with the sellers engaging on price war. Manufacturers end up distinguishing based on design, services offered or other freebies.</p> <p>Heterogeneous Shopping Products: They are products that are considered to unlike or Non standardized. The consumers always shop for a best quality buy. Price becomes secondary in case the focus is on style or quality.</p>	3
	SECTION D (4X2=8 MARKS)	
15.	<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. 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. 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. 5. Competitor's action: In order to meet the competition/market a firm may decide to include or eliminate a product. 6. Full utilization of marketing capacity: The Company can start to produce another product to 	4

	utilize the capacity completely if the existing marketing resources are not being utilized	
16.	<p>Breads-Convenience products- staple goods</p> <p>Chocolates-Convenience Products-Impulse goods</p> <p>Toothbrushes-Emergency products</p> <p>Television-shopping products</p> <p>High end watches- Specialty products</p> <p>Blood pressure monitor- Unsought products</p> <p>Office equipment-Industrial product-capital items</p> <p>Operating supplies(writing papers)- Industrial product- Supplies and Business Services</p> <p>(1/2 mark per product identification)</p>	4



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PERIODIC TEST 2 (2022-23)

Subject: Marketing

Grade: 12

Max. Marks:35

Time:1hr 10 min

Name:

Section:

Roll No:

- **General Instructions:**
- *Attempt all parts of a question together*

SECTION A (1X5=5 MARKS)

3. _____ is defined as a name, term, symbol, design, or a combination of them which is intended to identify the goods and services of one seller and to differentiate them from those of competitors

1

a. Brand

b. Logo

c. Trade mark

d. Package

2. In this stage of PLC, the company experiences negative profits on account of low sales volume

1

a. Introduction stage

b. Growth stage

c. Maturity stage

d. Decline Stage

3. Identify the type of product which requires heavy advertising and sales promotion schemes to market the same.

1

a. Specialty Products

b. Unsought Products

c. Shopping products

d. Convenience Products

4. Availability of quality goods at competitive price -----social welfare in society.

1

a. Neutralizes

b. Maximizes

c. Minimizes

d. None of the above

5. Abinav Corporation Ltd., issues personal laptops to all its middle level Managers in the Organisation. These Products are classified as

1

a. Capital items

b. Manufactured materials

c. Supplies and Business services

d. Specialty products

SECTION B (2X5=10 MARKS)

6. List down any four features of Convenience Products.

2

7. Identify the stage of PLC where the sales decline as the customer's preferences have changed in favor of more efficient and better products. Briefly explain the stage.

2

8. Identify the 5th P of Marketing mix. List down its levels.

2

9. KGM jewelers deal with exclusive diamond jewelry in the market and its Marketing head conducted a seminar on the Marketing mix of their products to their marketing team. List down the marketing mix of such products.

2

10. While setting prices for its products, the business takes into account various aspects of production. List down any four such aspects of production.

2

	SECTION C (3X4=12 MARKS)	
11.	Explain the growth stage of a product with suitable examples. Briefly list down its characteristics.	3
12.	Briefly describe the importance of Pricing from customers point of view.	3
13.	Differentiate between Product diversification and Product modification with suitable examples.	3
14.	“New developments in packaging, have forced marketing managers to focus on packaging design”. Elucidate the given statement by explaining the importance of Packaging.	3
	SECTION D (4X2=8 MARKS)	
15.	Identify and explain the 3 rd stage of Product life cycle. With the help of a suitable diagram, explain the marketing strategies to be adapted in this stage.	4
16.	“As an element of the marketing-mix, a firm’s pricing strategy should be directed towards the achievement of specific marketing-objectives which would lead to the accomplishment of overall organizational objectives”. Throw light on the given statement by explaining the various Market-related Objectives of Pricing adapted by a firm.	4



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Subject: Marketing

Grade: 12

Max. Marks:35

Time:1hr 10 min

Name:

Section:

Roll No:

- **General Instructions:**
- *Attempt all parts of a question together*

SECTION A (1X5=5 MARKS)

1	a. Brand	1
2	a. Introduction stage	
3	d. Convenience Products	
4.	b. Maximises	
5.	c. Supplies and Business services	

SECTION B (2X5=10 MARKS)

6.	Main Features: i. They are easily available and require minimum time and effort. ii. They are obtainable at low prices. iii. There is a continuous and regular demand for such products. iv. Both demand and competition for these products is high. v. Products are easily substitutable. vi. Heavy advertising and sales promotion schemes help in marketing of these products. (any 4 - 1/2 mark each)	2
7.	Decline Stage - This is the phase where sales decline as the customer's preferences have changed in favor of more efficient and better products. Product forms and brands enter into decline stages while product categories last longer. The number of competing firms also gets reduced and generally the industry has limited product versions available to the customer. Sales and profits decline rapidly and competitors become more cost conscious. Brands with strong loyalty by some customer segments may continue to produce profits. There are hidden costs in terms of management time, sales force attention, frequent stock re-adjustments and advertising changes.	2
8.	Packaging. A. primary package B. secondary package C. The transportation package	2
9.	MARKETING STRATEGY OF SPECIALTY GOODS: (a) Price: They are usually marked at high prices. As demand for these goods are low and Supply is also low (b) Promotion: Targeted promotion by both producer and reseller. High level of advertising (c) Place: Exclusive selling in only one or few selected outlets per market. Exclusively sold and are exclusively distributed. Consistency of image between the product and the store is also a factor in selecting outlets. (d) Product: Jewelry, Rolex watches, fine crystals, etc	2
10.	While setting prices for its products, i.e. goods or services, the business takes into account various aspects of production, listed below. • Price of raw material- The firm considers price at which it could acquire the goods and raw material to prepare final product to be sold in the	2

	<p>market. A higher cost of acquiring these implies a higher product-price and vice versa. • Cost of manufacturing- If manufacturing cost is higher, the price of product will also be higher, whereas lower manufacturing cost leads to lower price. This cost includes the wages of labour, expenses on power and other overheads during manufacturing. • Market condition- When market has positive sentiment i.e. high demand for goods and services because of high income and purchasing power of consumers, companies set higher prices for their products. On the contrary when there is depression or negative sentiment due to lack of demand in market, price is also kept low by firms. For example, automobile companies increase prices of cars when there is high demand and offer heavy discounts when demand is low. • Competition in the market- If there is no other firm in the market offering similar product, the firm may set a higher price for its product or service, but if there are many market players for the same product, the price will be kept competitive. For example, Airtel initially kept high prices for its mobile services, but with entry of Vodafone, Idea and Reliance Jio the prices for various mobile services have been slashed. • Brand and quality of product- A higher brand-value and better quality corresponds to a higher product price in the market. For example, 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. (any 4 points-1/2 mark each)</p>	
	SECTION C (3X4=12 MARKS)	
11.	<p>Growth Stage The growth stage is the second stage where 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.</p> <p>This stage is characterized by • Reduced costs because of economies of scale. • Increase in competition with the customer having greater choices in form of different types of product, packaging and prices. • Market expansion with new customers being added. • Dominant position created by focusing on increasing selective demand • Increase in profits</p>	3
12.	<p>Importance of Pricing to Consumers:</p> <p>1. Helpful in decision-making</p> <p>Goods and services offered by various producers at different prices help the consumer to make rational and informed buying decisions. For example, a person may choose to buy a T.V. from one shop which offers the product at Rs 20,000, or from another shop which offers the same T.V. at Rs 21,500 but gives free-repairs service for five years.</p> <p>2. Helps in satisfaction of needs: Goods and services offered by different producers at different prices help the consumer to take that buying-decision which will give him/her maximum satisfaction. By making a market survey and comparing the prices of different variants available vis a vis his budget, the consumer tries to make the best choice. It gives him value for his money spent, and maximizes his satisfaction and welfare.</p> <p>3. Helps determine the purchasing power and standard of living of the consumer If a consumer purchases expensive, luxury items, it implies that he/she has a higher purchasing power and enjoys good standard of living. On the other hand, if a consumer purchases only low-priced, essential items, then he/she has a lower purchasing power and standard of living. This tendency generally persuades consumers to buy branded goods to flaunt their status.</p> <p>4. Enhancement in social welfare— Pricing decisions affect the competitive strength of the firm in the market. Since each firm tries to outsell others through price reduction and better quality products in competitive market, consumers are benefitted. In this way, quality goods are available at competitive price which maximizing social welfare in society.</p>	3

13.	<p>PRODUCT DIVERSIFICATION: Product Diversification refers to the product expansion either in the depth and/or in width. Depth of product-line implies the assortment of colors, sizes, designs, quality, stability, etc. It refers to adding a new product to the existing product line or mix. e.g. - Godrej Company used to manufacture cupboards, locks, safes, refrigerators etc. on a large scale but has now diversified into cosmetics, soaps etc</p> <p>PRODUCT MODIFICATION: Product modification may be defined as a deliberate alteration in the physical attributes of a product or its packaging. It is the process by which the existing products are modified to suit the changing demand on account of changes. E.g.: Television manufacturers are bringing out certain modifications in order to suit the changing demand.</p>	3
14.	<p>♣ It provides information about the product ♣ It helps in identifying brand name ♣ It assists in protecting the product ♣ It helps in product handling ♣ It aids in promoting the product ♣ It helps in offering customer convenience and satisfaction ♣ It helps increase in the sales of the product. ♣ It adds to the use of a product. ♣ It contributes to the safety of a product. It helps in storage of the product ♣ It helps in product differentiation.</p>	3
SECTION D (4X2=8 MARKS)		
15.	<p>Maturity Stage: The third stage is the maturity stage. The products that withstand the heat of competition and customers' approval enter the maturity stage. Rivals copy product features of successful brands and become more alike. The price wars begin along with heavy focus on unique brand features that still exist. 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. Product managers have to play a very important role for carving a niche within a specific market segment through increase in service, image marketing and by creating new value image and strengthening through repositioning. 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> <p style="text-align: center;">PRODUCT LIFE CYCLE</p> <p>MARKETING STRATEGIES IN MATURITY STAGE</p> <ol style="list-style-type: none"> 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 	4

16.	<p>Meeting or Preventing Competition in the Market Some firms adopt pricing policies to meet or prevent competition in the market. They are ready to fix their prices at a competitive level to meet competition in the market. They even follow “below cost pricing”, that is, charge less than the cost because they believe it will prevent new firms from entering the market. •</p> <p>Maintaining or Improving Market Share . Market share is meaningful measure of success of a firm’s marketing strategy. This price objective helps to maintain the market share, i.e. either to increase or sometimes to decrease it. This pricing objective is followed by firms operating in expanding markets. When a market has a potential for growth, market share is a better indicator of a firm’s effectiveness than target return on investment. A firm might be earning a reasonable rate of return on investment or capital employed but its market share could be decreasing. Target market share means that sale which a company wishes to attain and it is normally expressed as a % of the total industry sales. Therefore, this is a worthwhile pricing objective for firms operating in expanding markets. •</p> <p>Price Stabilization Price Stabilization as an objective is prevalent in industries that have a priceleader. For example, in an oligopoly, there are only a few sellers which follow one big seller who acts as the price leader, and try to stabilize their prices simultaneously. No firm is willing to engage in price wars. They may even forego maximizing profits in times of prosperity or short supply in order to stabilize prices. This is because price stability helps in planned and regular production in long-run.</p>	4
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HALF YEARLY EXMINATION (2022-23)

Subject: Marketing
Grade: XII

Max. Marks: 60

Time: 2 1/2 Hrs

Name:

Section:

Roll No:

General Instructions:

1. This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.
2. **Part A: Employability Skills (10 Marks)**
 - i. Answer any 4 questions out of the given 6 questions of 1 mark each.
 - ii. Answer any 3 questions out of the given 5 questions of 2 marks each.
3. **Part B: Subject Skills (50 Marks):**
 - i. Answer any 10 questions out of the given 12 questions of 1 mark each.
 - ii. Answer any 7 questions from the given 9 questions of 2 marks each.
 - iii. Answer any 6 questions from the given 8 questions of 3 marks each.
 - iv. Answer any 2 questions from the given 4 questions of 4 marks each.
4. ***This question paper contains 44 questions out of which 32 questions are to be answered.***
5. All questions of a particular part/section must be attempted in the correct order.
6. The maximum time allowed is 2 1/2 hrs.

PART A: EMPLOYABILITY SKILLS (10 MARKS)

I. Answer any 4 questions out of the given 6 questions of 1 mark each: (4 X 1=4 Marks)

6. Sentences, in which the subject receives an action, are known to be in _____ voice(s)
 - a. Active
 - b. Passive
 - c. Both of the above
 - d. None of the above
2. People with the following personality trait – Gregarious, assertive, and sociable
 - a. Conscientiousness
 - b. Agreeableness
 - c. Extraversion
 - d. Introversion
3. It is a rectangle shaped box, where the row and column meet
 - a. Row
 - b. Cell
 - c. Column
 - d. Workbook
4. A/An _____ is a word used to express emotion
 - a. Interjection
 - b. Preposition
 - c. Conjunction
 - d. Adverb
5. This type of personality disorder refers to the natural tendency to direct attention toward one's inner life away from the external world
 - a. Paranoid personality disorder
 - b. Schizotypal personality disorder
 - c. Schizoid personality disorder
 - d. Suspicious
6. To Select the entire worksheet
 - a. CTRL + P
 - b. CTRL + C
 - c. CTRL + X
 - d. CTRL + A

Answer any 3 questions out of the given 5 questions of 2 marks each: (3 x 2=6 marks)

7. What are various elements of a communication cycle?
8. What is the difference between Rows and Columns?
9. Explain Paranoid personality disorder.
10. List down the stages of active listening.
11. State any two steps to overcome personality disorder.

PART B: SUBJECT SKILLS (50 MARKS)

Answer any 10 questions out of the given 12 questions of 1 mark each: (10x1=10 marks)

12. It refers to the manner in which a marketer changes the whole product in order to satisfy a particular segment or customer
 - a. Product Positioning
 - b. Product repositioning
 - c. Product modification
 - d. Product differentiation
13. Which of the following is a reason that a marketer would choose a penetration pricing strategy?
 - a. to ensure the company has the ability to increase prices once demand decreases
 - b. to appeal to different consumer segments with different levels of price sensitivity
 - c. to discourage competition from entering the market
 - d. to focus on the rapid achievement of profit objectives
14. Knorr always advertise their products “Knorr’s Soups are tasty and healthy soups and can be prepared easily”. This is a classic example of
 - a. Augmented product
 - b. Differentiated product
 - c. Branded product
 - d. Customized product
15. Skimming-the-cream pricing policy should not be adopted when
 - a. the product is new and is a speciality product
 - b. demand is to be restricted to the level which can be easily met.
 - c. heavy expenses have been incurred on the development and introduction of the product.
 - d. the demand for the product is highly elastic
16. 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.
 - a. Sorting
 - b. Buying
 - c. Assembling
 - d. Grading
17. Price is the only element in the marketing mix that produces:
 - a. Fixed cost
 - b. Expense
 - c. Variable cost
 - d. Revenue
18. An independent person or business that is appointed to deal with the sales and distribution of a product or range of products.
 - a. Wholesaler
 - b. Agent
 - c. Producer
 - d. Retailer
19. With respect to the product life cycle, the _____ is a period of slowdown in sales growth because the product has achieved acceptance by most potential buyers
 - a. Introduction stage
 - b. Growth stage
 - c. Maturity stage
 - d. Decline stage
20. Bata Ltd. priced its range of shoes as Rs.1249, Rs. 5981, Rs. 2429 etc., Which of the following pricing techniques is adapted by Bata?
 - a. Deceptive pricing
 - b. Premium pricing
 - c. Psychological pricing
 - d. Dual Pricing
21. _____ will carry a variety of competing products, whereas _____ carry complementary product lines.

- 22.** Sohan brothers, whole sellers of white goods bought goods from the producer with the intention of selling at a profit but Government announced a decision due to which price of products fell down which led to huge loss to Sohan brothers. Identify the function
- | | |
|--------------------------------|--------------------------------------|
| a. Retailers , Agents | b. Distributors , Wholesalers |
| c. Agents, Distributors | d. Wholesalers, Distributors |
- 23.** These products are goods with unique characteristics for which a sufficient number of buyers are willing to make a special purchasing effort
- | | |
|--------------------------------|-------------------------------|
| a. Convenience Products | b. Shopping Products |
| c. Speciality Products | d. Industrial products |

- | | | |
|-----|---|----------|
| 24. | <u>Define the term “Product” and briefly explain the same.</u> | <u>2</u> |
| 25. | Define the term ‘Price’. | 2 |
| 26. | Describe the term ‘Place’. | 2 |
| 27. | Identify and explain the type of Pricing which believes that “Pricing begins with analysis of consumers’ needs and value perceptions and then company sets its target price and designs the product”. | 2 |
| 28. | Explain the term “Core Product” with suitable example. | 2 |
| 29. | State any two conditions under which Skimming Pricing policy is very effective. | 2 |
| 30. | List down the William J.Stanton’s classification of labels. | 2 |
| 31. | <u>Explain any two importance of pricing to consumers.</u> | <u>2</u> |
| 32. | Explain the logistical function of the Place mix. | 2 |

- | | | |
|------------|---|----------|
| 33. | Differentiate between a Brand name and a Logo. | 3 |
| 34. | Explain the public relations objectives of Pricing | 3 |
| 35. | Identify and explain the Place function that bridge the gap between production and consumption. | 3 |
| 36. | Differentiate between Customized Product and augmented Product with suitable examples | 3 |
| 37. | List down and explain any three characteristics of a Product. | 3 |
| 38. | Differentiate between Markup pricing and Cost plus pricing policies. | 3 |
| 39. | Comprehend the relationship between price and other three P's of marketing mix. | 3 |
| 40. | “The people and the organizations that assist in the flow of goods and services from manufacturer to consumer are known as marketing intermediaries.” In view of this statement explain the basic type of marketing intermediaries. | 3 |

41. Varun is planning to start a company manufacturing shampoos. He intends to use natural fruit extracts for adding fragrance to them. He estimates an investment of Rs. 20 crores to set up the factory. As it is difficult for him to raise the entire capital amount alone, he gives a partnership offer to his school friend, Sanjay who is an angel investor. Sanjay, after being convinced about the feasibility of the project, accepts his offer. Sanjay tells Varun that they should also focus on other important decisions related to the product besides deciding about its features, variety and quality. Branding is one of the important such decision.
- a. Name any other two important decisions related to the product.

b. Explain the importance of each decision stated above.

- 42.** Explain the following types of Pricing with suitable examples. **4**
a) Going rate Pricing
b) Value Based Pricing
- 43.** Identify and explain the type of products. **4**
a. Newspapers, magazines, most grocery items and petrol
b. Encyclopedias, Fire extinguishers and reference books
c. Furniture, clothing and jewelry
d. Manish Malhotra – wedding Gown
- 44.** The Decision related to price and pricing policies of a firm are affected **4**
by several factors present in marketing environment. Explain the
factors which influence pricing decisions of a firm.



HALF YEARLY EXMINATION (2022-23)

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Grade: XII

Max. Marks: 60

Time: 2 1/2 Hrs

Name:

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2. Part A: Employability Skills (10 Marks)

- i. Answer any 4 questions out of the given 6 questions of 1 mark each.
- ii. Answer any 3 questions out of the given 5 questions of 2 marks each.

3. Part B: Subject Skills (50 Marks):

- iii. Answer any 10 questions out of the given 12 questions of 1 mark each.
- iv. Answer any 7 questions from the given 9 questions of 2 marks each.
- v. Answer any 6 questions from the given 8 questions of 3 marks each.
- vi. Answer any 2 questions from the given 4 questions of 4 marks each.

4. This question paper contains 44 questions out of which 32 questions are to be answered.

5. All questions of a particular part/section must be attempted in the correct order.

6. The maximum time allowed is 2 1/2 hrs.

PART A: EMPLOYABILITY SKILLS (10 MARKS)

II. Answer any 4 questions out of the given 6 questions of 1 mark each: (4 X 1=4 Marks)

- 1. b. Passive
- 2. d. Histrionic personality
- 3. b. Cell
- 4. c. Complex Sentence
- 5. a. Neuroticism
- 6. d. Ctrl+u

Answer any 3 questions out of the given 5 questions of 2 marks each: (3 x 2=6 marks)

- 7. Communication involves a sender, who encodes and sends a message through a channel, and a receiver, who decodes the message and gives feedback.
- 8. 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. 6. Now, when you close the file and open it again, it will ask for the password. Remember this password so that you can open the file.
- 9. 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.
- 10. Stages of active listening The best kind of listening is 'active listening'. It happens when you hear, understand, respond and remember what is being said. The five stages of active listening are as follows. 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.

11. Steps to overcome personality disorders • Talk to someone. Most often, it helps to share your feelings. • Look after your physical health. A healthy body can help you maintain a healthy mind. • Build confidence in your ability to handle difficult situations. • Engage in hobbies, such as music, dance and painting. These have a therapeutic effect. • Stay positive by choosing words like 'challenges' instead of 'problems'.

PART B: SUBJECT SKILLS (50 MARKS)

Answer any 10 questions out of the given 12 questions of 1 mark each: (10x1=10 marks)

12. b. Product Line Breadth
13. c. to discourage competition from entering the market
14. b. Trademark
15. d. the demand for the product is highly elastic
16. c. Assembling
17. b. Money Value
18. a. Intensive
19. c. Maturity Stage
20. c. Psychological Pricing
21. b. Sorting
22. d. A book publisher
23. c. Speciality Products

Answer any 7 questions from the given 9 questions of 2 marks each (7 x 2=14 marks)

24. According to Philip Kotler, "Product is anything that can be offered to someone to satisfy a need or a want". William Stanton, "Product is a complex of tangible and intangible attributes, including packaging, colour, price, prestige and services that satisfy needs and wants of people". It is defined as a good or service that most closely meets the requirements of a particular market and yields enough profit to justify its continued existence **2**
25. The definition of Price according to Philip Kotler is- "Price is the amount of money charged for a product or service." Similarly according to Stanton "Price is the amount of money needed to acquire some combination of goods and its accompanying services." Pricing is defined as 'the process whereby a business sets the price at which it intends to sell its products and services'. **2**
26. According to Philip Kotler, "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 marketing channel." According to William J. Stanton, "A distribution channel for a product is the route taken by the title to the goods as they move from the producer to the ultimate customer." **2**
27. Value-based price is a pricing strategy which sets prices primarily, according to the perceived or estimated value of a product or service to customer rather than according to the cost of the product. In this type of pricing price of a product is determined on customers' perception of value rather than the seller's cost. Pricing begins with analysis of consumers' needs and value perceptions and then company sets its target price and designs the product. It is quite opposite to cost based pricing as higher value of product is perceived due to company's brand image or marketing at prestigious retail outlets. For example, the products sold at 'Fab-India' or **2**

'Forest Essentials' cosmetics are considered as premium products by the customers and so are priced high.

28. The Core Product It is the basic element of the product. For example if we take Dove Soap, the fragrance of the soap, the moisturizing ability, the pristine white colour, the brand name, the price, the positioning as luxury soap all have gone into the marketing of product personality. The core component is the soap, the generic constituent, as in the case of any other bathing soap, the only difference being the other components are superimposed on this basic component to develop the total personality of Dove. 2

29. Skimming Pricing Policy is very effective under the following conditions: 1. Where the demand is relatively inelastic, as the customers know little about the product and close rivals are few. 2. Where the market can be broken down into segments with different price elasticity of demand. 3. Where little is known about price elasticity of the product. 4. Where there is minimum risk and one can move up in the prices. 5 Where the firm is making an effort to 'up market' its product so as to improve further on quality, service and expenditure on marketing costs and so capitalizes on its efforts. 2

30. William J. Stanton classifies the labels into four: a) Brand labels: They are majorly meant to popularize the brand name of the product. Cosmetics manufacturers prefer to use this kind. E.g: Perfumes, Lipsticks etc b) Grade labels: They emphasize on standards or grades used for product identification. E.g: Fabric, Tea Leaf, etc. c) Descriptive labels: They are descriptive in nature; state product features and explains the various uses of the products. The consumables items like milk etc have descriptive labels. d) Informative labels: The main object of these labels is to provide maximum possible information. In case of the medicines, detailed labels are attached which even specify the side effects in using them. 2

31. 2
Public Relations' Objectives

- Enhancing Public Image of the Firm A company's public image is important to its success. Every company has an identity representing what it has done to convey the public about its product, packages, trademarks, brand names, employees and the marketing programme. This image is deeply influenced by how the company handles the delicate and sharp weapon of pricing. Suppose a company with an established reputation in the market based on existing products and price lines introduces a new product to a different market segment. This new product could be at a higher or lower price. If this segment hasn't tried the product but is aware of its prestige and brand-value, it might desire to purchase its products because price is no longer a deterrent factor. Similarly, a firm known for high quality and high priced products will lose its current customers if it goes in for low quality and low priced products. However, a company image well established will favour price policies of its choice because the customers have accepted the company.

- Resource Mobilization – Resource Mobilizing means the creating resources for either self – development or reinvestment in the firm. Prices are deliberately set high in certain cases to generate surplus for reinvestment in the same firm or its sister concerns, e.g. petrol rates are kept very high as it yields a good surplus (excess of income over spending) because gasoline automobiles depend fully on petrol. As a governmental exercise, it works well as the public escapes tax on their backs. The objective of price is mostly found in the developed countries where it adds to the exchequer (former government departmental in charge of national revenue) for reallocation.

(any 1 point)

32. 2
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 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

Answer any 6 questions from the given 8 questions of 3 marks each (6x3=18 marks)

33. The Brand Name A brand is defined as a name, term, symbol, design or a combination of them which is intended to identify the goods and services of one seller and to differentiate them from those of competitors. A trade mark is a brand with legal protection, thus ensuring its exclusive use by one seller. In the current age consumers do not just pick products but they pick brands. The brand image is developed through advertising and other promotional measures to remain etched in the consumers' minds. 3

The Logo It is the brand mark/symbol and an essential aspect of the product, extending its support to the brand effectively. Symbols and pictures ensure product/brand identification and recall with their importance being enhanced in rural markets where brands are mostly recognized by their picture in the logo.

34. Profitability objectives: • Target Rate of Return on Investment or Net Sales This is an important goal of pricing policy of many firms. In this, the price represents cost of production and profit margin. The basic objective is to build a price structure to provide sufficient return on the investment or capital employed. • Profit Maximization In practice, no firm expressively states this as an objective for fear of public criticism. However, in economic theory, profit maximization is an important objective for any business for its survival. In recent times though, the business philosophy has changed. Businessmen have started to think from the perspective of society instead of only focusing on maximizing profits, and have incorporated business with other activities which help fulfil their societal obligations. 3

35. Facilitating Functions: These functions facilitate both the transaction as well as physical exchange of goods. These facilitating functions of the channel include post-purchase service and maintenance, financing, market information etc. Sellers provide necessary information to buyers in addition to after sales services and financial assistance in the form of Sale on credit. Similarly, traders are often guided by manufacturers to help them in selling goods, while the traders also inform manufacturers about the customers' opinions about the products. 3

36. The customized product: When the product is modified to suit to the requirements/specifications of the individual customer, he is being offered a customized product. Earlier it was limited to industrial products but now the consumer goods are customized for the customers and he gets an opportunity to order and get a product/service as he desires and not just choose from mass/standardized product/service available in the outlets. Many companies manufacturing automobiles, computers, paints, shoes and garments have used this strategy to beat competition. 3

The augmented product: The augmented product aims to enhance the value of the product/offer through voluntary improvements. These improvements may be neither suggested by the customer nor expected by him. The manufacturer/marketer adds the feature/benefit on his own. The needs of the customer are identified through market research surveys and the insights thus obtained are used to add new features/functions to the product.

37. CHARACTERISTICS PRODUCT: 3

1. Product is one of the core elements of marketing mix. 2. Various people view it differently

as consumers; organizations and society have different needs and expectations. 3. The product includes both good and service. 4. A marketer can realize their goals by manufacturing, selling, improving and modifying the product. 5. It includes both tangible and non-tangible features and benefits offered. 6. It is vehicle or medium to offer benefits and satisfaction to consumers. 7. The important lies in services rendered by the product and not ownership of product. People buy services and not the physical object. 8. Product includes total offers, including main qualities, features and services.

(any 3 points -1 mark each)

- 38.** One Price versus Variable Price Policy In case of one-price policy, the seller charges the same price to similar types of customers who purchase similar quantities of the product under the same terms of sale. The price may vary according to the quantity of purchase. For example, a seller may charge Rs. 10 per unit if less than one dozen units are purchased, and at Rs. 9 per unit if more than one dozen units are purchased. In case of variable-price policy, the seller sells similar quantities to similar buyers at different prices. For example, a seller may sell the same product at a lower price to old or loyal customers. It usually happens for products such as refrigerators, automobiles, TVs etc **3**

- 39.** 1. Helpful in decision-making 2. Helps in satisfaction of needs 3. Helps determine the purchasing power and standard of living of the consumer 4. Enhancement in social welfare.

40. It comprises of set of four participants of distribution system: (1) Manufacturers, (2) Intermediaries, (3) Facilitating agencies, and (4) Consumers The starting point of distribution is the Manufacturer who produces the goods. The second participant being Intermediaries, they are in direct negotiation between buyer and seller. They identify the needs of the consumers and the manufacturers who produce various products. In the process, they perform various functions like buying, selling, assembling, standardisation and grading, packing and packaging, risk bearing. etc. The third participant being the Facilitating agencies are the independent business organisations other than intermediaries. These agencies facilitate the smooth distribution of goods from producers, through intermediaries, to consumers. The major facilitating agencies are banking institutions, insurance companies, and transportation agencies and warehousing companies. The fourth category of participants in the distribution system i.e., consumers, are the final destination for goods in the distribution system.

Answer any 2 questions from the given 4 questions of 4 marks each (4x2=8marks)

- 41.** Packaging, Labelling(any 2 decisions-1/2 mark each) **4**

a. Packaging Importance:

♣ It provides information about the product ♣ It helps in identifying brand name ♣ It assists in protecting the product ♣ It helps in product handling ♣ It aids in promoting the product ♣ It helps in offering customer convenience and satisfaction ♣ It helps increase in the sales of the product. ♣ It adds to the use of a product. ♣ It contributes to the safety of a product

Labelling importance:

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.

42. a) Going rate pricing Fixing the price as per the market trend is known as going rate pricing. This method practiced in such products which are easily available in the market and have no variants. The marketer does not analyze the market for its intensity of demand or the perceptions of the value of the products in the mind of buyers. It is not necessary that the price should be same as the competitor or the industry leader. It could be little higher or little lower than the price of industry leader. As the industry leader changes the price, the firm can increase or decrease the price accordingly. This is a popular method of pricing the product among the retailers. In such situation, it is very difficult to ascertain the customer reaction as the price change is for everyone throughout the industry. This is an easy method as there is no need to estimate the price elasticity, demand or various product costs. It is also felt that the adoption of the going rate pricing method prevents price wars among competitors. This method is practiced mainly in the case of homogeneous products, under conditions of pure competition and oligopoly. The firm selling an undifferentiated product in a purely competitive market actually has very little choice in setting its price. Those who adopt the going rate method of pricing argue that the rate prevailing is the collective wisdom of the industry. 4
- b) Sealed Bid pricing In all those business lines where the firms bid for jobs, competition based pricing is followed rather than its costs and demand. The firm fixes its prices on how the competitors price their products. It means that if the firm is to win a contract or a job, it should quote less than the competitors. With all this, the firm cannot set its price below a certain level. That is, it cannot price below the cost. On the other hand, a higher price above its costs may reduce the chances of winning the deal. The net effect of the two opposite pulls can be well described in terms of “expected profit” of a particular bid.
43. a. Product breadth 4
- b. Product consistency
44. External factors are forces which are beyond control of the firm. A firm cannot alter or change these factors or forces for its advantage. These factors can be discussed as following 4
1. Demand: The market demand for a product has a direct impact on its pricing. Since demand is affected by prospective buyers, their incomes, tastes and preferences etc., they should be taken into account while making decision of pricing. For an instance if the demand for a product is inelastic, as in case of necessity goods, a high price may be fixed. But if the demand for a product is elastic, i.e., changeable in response to change in price, the firm should not fix higher prices; rather fix lower prices to grab major market share. 2. Buyers’behaviour: Buyers’ behavior also affects the pricing decisions. If they are habitual of the product the price may be fixed high. Similar pricing decisions are taken by the firm, if buyers have a particular perception of the product being a symbol of prestige/ status, or utility, e.g. luxury cars. 3. Competition: Market-competition plays a crucial role in pricing. In a highly-competitive market, a seller’s objective is to give maximum utility at minimum-possible price. Each firm tries to outsell others offering lesser

price and better quality products in the market. Therefore, prevailing information about what price the competitors are charging for similar products and what possibilities exist for increasing/decreasing price also affect pricing.

4. Raw Material or Input suppliers: Pricing decisions take into consideration three parties: the supplier of raw material, the manufacturer, and the final consumer. If the supplier charges a high price for inputs, the manufacturer shifts this burden to the consumer by charging a higher price for the final product. On the other hand, if a manufacturer is making large profit on a particular product, suppliers will also try to cash in on these profits by charging a higher price for the raw material. When this happens, the manufacturer would only want to absorb the additional cost and not increase the prices further.

5. Prevalent Economic Conditions: During a boom-period in the economy, when market conditions are favourable due to 'bullish attitude' or inflationary trend, firms can afford to fix higher prices of their products. On the other hand, during slump-period when market conditions are unfavourable due to 'bearish attitude', firms have to lower the prices of products to keep the business going and to clear off their old stocks.

6. Government Regulations: If Government policies exert regulatory pressures, promote anti-price rise sentiment etc, then the companies cannot fix a higher price to capture the market. On the other hand, if government policies are supportive and promote businesses through healthy competition in the market, then firms can fix higher prices.



مدرسة دلهي الخاصة ذ.م.م.
DELHI PRIVATE SCHOOL L.L.C.
Affiliated to C.B.S.E., DELHI
(Approved & Recognized By Ministry of Education - United Arab Emirates)

PRE BOARD I EXAM (2022-23)

Subject: Marketing SET I

Max. Marks: 60

Grade: XII

Time: 3

Hours.

Name:

Section:

Roll No:

General Instructions:

Please read the instructions carefully.

This Question Paper consists of 24 questions in two sections – Section A & Section B.

Section A has Objective type questions whereas Section B contains Subjective type questions.

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.

All questions of a particular section must be attempted in the correct order.

SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):

This section has 06 questions.

There is no negative marking.

. Do as per the instructions given.

Marks allotted are mentioned against each question/part.

SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):

This section contains 18 questions.

A candidate has to do 11 questions.

Do as per the instructions given.

. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS		
Q1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	Sakthi is an elderly woman staying with her son and his family. She neither talks to her grandchildren, nor does she participate in any family activity. Identify the personality disorder she is suffering from? a. Dependent personality disorder b. Avoidant personality disorder c. Obsessive-compulsive personality disorder d. None of the above	1
ii.	Entrepreneurial behavior requires certain knowledge, skills or personality profile and it is called as a. Fear of failure b. Entrepreneurial Competence c. Entrepreneurial Capacity d. Entrepreneurial Training	1
iii.	Which is the correct step to save a presentation? a. File>Open>File name>Open b. File>Save As>Type file name>Save c. File>Close>Save>OK d. File>Template>Save as Template	1

iv.	_____ personality disorder is characterized by distrust for others, including friends, family members and partners. a. Paranoid b. Schizoid c. Schizotypal d. Borderline	1
v.	Identify the type of entrepreneur who starts a business, nurtures it and makes it reach a point of self-sustenance.	1
vi.	A _____ is a collection of cells in the form of a grid (a network of lines that intersect each other, making rectangles). a. workbook b. worksheet c. Name box d. Cell	1
Q2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	All the following are part of the normal role of wholesalers except: a. breaking bulk quantities to smaller deliveries to retailers b. offering credit facilities to the retailers c. arranging delivery of the product to retailers d. putting goods on display for the consumers	1
ii.	Identify the kind of sales promotion in which the benefit comes with an item of merchandise.	1
iii.	Automobile companies increase the prices of their Cars when there is a high demand in the market and offer heavy discount when the demand is low. Identify the factor affecting the price here. a. Market condition b. Competitors c. Brand image d. Cost of Manufacturing	1
iv.	Which of the following is an example of personal selling? a. A manufacturer places an ad in a local newspaper b. A financial planner discusses retirement plans with a group of employees c. A sales person hands out coupons to customers in a trade show d. All of these	1
v.	Flex mobiles always price their products as per the market trend. Identify the type of pricing adapted by them. a. Sealed bid pricing b. Every day low pricing c. Penetration pricing d. Going rate pricing	1
vi.	Logistics are most important while using _____ strategy. a. Intensive b. Selective c. Distributive d. Magnified	1
vii.	Marketers price their products such as Rs.99, Rs. 159.50/- , Rs.980/- etc to make customers falsely believe that they are paying lesser amount for the products purchased. Identify the type of Pricing adapted here. a. Resale Price Maintenance b. Psychological Pricing c. Team Pricing d. Price Lining	1
Q3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	

i.	Services are characterized by all of the following features except for: a. Intangibility b. Homogeneity c. Perishability d. Inseparability	1
ii.	The least cost per customer is witnessed through _____ a. Personal selling b. Sales promotion c. Advertising d. All of these	1
iii.	Which of the following factors does not affect differential pricing method? a. Location b. Product version c. Time differentiation d. Image differentiation	1
iv.	Write the full form of SEO.	1
v.	Which of the following takes place at retailer's end? a. Promotion b. Placing c. Pricing d. Exchange	1
vi.	Which of the following is a reason that a marketer would choose a penetration strategy? a. To ensure the Company has the ability to increase prices once demand decreases b. To focus on the rapid achievement of profit objectives c. To appeal to different consumer segments with different levels of price sensitivity d. To discourage competitors from entering the market	1
vii.	Which one of the following is not included in seven P's of marketing mix? a. Process b. People c. Physical evidence d. Procedure	1
Q4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Two or more complimentary products offered together at a single price is known as a. Bundle pricing b. Sealed bid pricing c. Discriminatory pricing d. Going rate pricing	1
ii.	Buying, selling and risk bearing functions come under this category a. Transactional Functions b. Logistical Functions c. Facilitating Functions d. None of the above	1
iii.	Ramco Ltd., manufacturer of cements entered into a formal agreement with its distributors, not to sell its products below the fixed price given by them in any situation. Identify the concept of pricing stated here.	1
iv.	The best promotion tool to increase impulse buying is... a. Consumer promotion b. Advertising c. Personal selling d. Publicity	1
v.	If fixed expenses in a production unit are Rs. 1,08,000/- variable cost per unit is Rs.30/- and selling price per unit is Rs.40/-Find out the BEP quantity. a. 1,800 units	1

	b. 10,000 units c. 10,800 units d. 18,000 units	
vi.	_____ refers to the process of keeping the goods, purchased from different places, at a particular place. a. Assembling b. Sorting c. Grading d. Storage	1
Q5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	If an Organisation focuses on trustworthiness and belief considering the customers' best interest, which dimension of the service quality is focused on by the Organisation? a. Durability b. Timeliness c. Aesthetics d. Credibility	1
ii.	Skimming pricing policy is effective under which of the following conditions: a. When substitute product is available b. When demand is inelastic c. When demand is elastic d. Moderate demand	1
iii.	_____ is a marketing intermediary who 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. a. Agent b. Wholesalers c. Distributors d. Middlemen	1
iv.	The advantage of audience selectivity, no advertising competition and personalization applies to _____ a. Newspaper advertising b. Television advertising c. Direct mail contact d. Radio advertising	1
v.	Which of the following is true about Competitive Pricing? a. Competitive Pricing is pricing relative to brand strengths b. Competitive pricing is similar to Price lining c. Competitive pricing is pricing below the competitors d. Competitive pricing is pricing above the competitors	1
vi.	Which social network is considered the most popular for social media marketing? a. Twitter b. Instagram c. Facebook d. WhatsApp	1
Q6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Which of the following consumer promotion tools is the most effective but most expensive way to introduce a new product? a. Coupons b. Sweepstakes c. Contests d. Samples	1

ii.	ZES Bank takes longer time to attend to customer queries and complaints regarding the various services provided by their bank. Identify which dimension of service quality is ignored here? a. Responsiveness b. Reliability c. Credibility d. Durability	1
iii.	Name any two participants of the distribution system.	1
iv.	Abtec mobiles reduced its mobile prices on a temporary basis to attract its customers. This temporary cut in pricing is called... a. Leader pricing b. Price lining c. Dual Pricing d. Competitive Pricing	1
v.	If a company wants to build a good “corporate image”, it will probably use which element of promotion mix?	1
vi.	Consumers would pay differently for the normal size Pepsi in different surroundings such as at a family restaurant at a 5-star hotel, in a cinema hall, at a fast-food stall, etc. This is a classic example of... a. Psychological Pricing b. Going rate pricing c. Perceived value pricing d. Cost plus pricing	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		
Q7	Explain SMART goals.	2
Q8	State any two qualities that motivate an entrepreneur.	2
Q9	List down the steps to save a presentation.	2
Q10	State any two ways to maintain a positive attitude.	2
Q11	List down any two major functions performed by an entrepreneur.	2
Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)		
Q12	Define the term “Sales promotion”. State any two of its objectives.	2
Q13	Explain any two characteristics of services with suitable examples.	2
Q14	List down any one advantage and disadvantage of Radio advertising.	2
Q15	List down and explain any two platforms for social media marketing.	2
Q16	Distinguish between ATL and BTL.	2
Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)		
Q17	“These functions of the channel include post-purchase service and maintenance, financing, market information etc.”. Identify the function referred here and explain the same with a suitable example.	3
Q18	List down and explain any three importance of Promotion.	3
Q19	Define the term “Place”. Briefly explain the transactional functions performed by channel members.	3
Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)		
Q20	Differentiate between wholesaler and retailer.	4
Q21	Define the term “Services”. State and explain any three characteristics of services with suitable examples.	4
Q22	Rakesh has decided to set up a small factory to manufacture hand wash and toilet soaps in a rural area in Haryana. In order to promote the product initially, he plans to distribute small sachets of the hand wash as free samples, besides deploying a team of salesmen to sell the product door to door in the different parts of the city. Moreover, he has decided to	4

	<p>conduct a hygiene camp in rural areas wherein he will distribute a kit comprising of hand wash and soap and also plans to organize street plays to highlight the importance of hygiene and sanitation in our daily lives.</p> <p>In the context of above case:</p> <ol style="list-style-type: none"> 1. Identify the tools of promotion being taken into consideration by Rakesh. 2. Differentiate between the promotion tools identified in the given case. 	
Q23	<p>Ranger India Limited, is an automobile manufacturer in India. It makes 1.5 million family cars every year. That is one car every 12 seconds. It has a sales network of company approved retailers that spreads across 600 cities.</p> <p>In the context of above case:</p> <ol style="list-style-type: none"> 1. Identify and draw the type of the channel of distribution adopted by the company.(1 mark) 2. State any three market related factors that are likely to affect the decision of a marketer about the choice of channel of distribution.(3 marks) 	4
Q24	<p>“Social media marketing has transformed the way businesses are able to influence consumer behaviour—from promoting content that drives engagement to extracting personal data that makes messaging resonate with users”. Justify the given statement by discussing any four advantages of social media marketing.</p>	4



PRE BOARD I EXAM (2022-23)

ANSWER KEY

Subject: Marketing SET I

Max. Marks: 60

Grade: XII

Time: 3 Hours.

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	SECTION A: OBJECTIVE TYPE QUESTIONS	
Q1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	b.Avoidant personality disorder	1
ii.	b) Entrepreneurial Competence	1
iii.	b. File>Save As>Type file name>Save	1
iv.	a.Paranoid	1
v.	Professional entrepreneurs	1
vi.	a.worksheet	1
Q2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	d.putting goods on display for the consumers	1
ii.	Premium Promotions	1
iii.	a.Market condition	1
iv.	b. financial planner discusses retirement plans with a group of employees	1
v.	d.Going rate pricing	1
vi.	a.Intensive	1
vii.	b.Psychological Pricing	1
Q3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	b.Homogeneity	1

ii.	c.advertising	1
iii.	d.image differentiation	1
iv.	Search Engine Optimization (SEO)	1
v.	d.Exchange	1
vi.	d.to discourage competitors from entering the market	1
vii.	d.Procedure	1
Q4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	a.Bundle pricing	1
ii.	a.Transaction Functions	1
iii.	Resale Price Maintenance	1
iv.	a.Consumer promotion	1
v.	c.10,800 units	1
vi.	a.Assembling	1
Q5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	d.credibility	1
ii.	b.When demand is inelastic	1
iii.	a.Agent	1
iv.	c.Direct mail contact	1
v.	a.Competitive Pricing is pricing relative to brand strengths	1
vi.	c.Facebook	1
Q6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	d. Samples	1
ii.	a.Responsiveness	1
iii.	(1) Manufacturers, (2) Intermediaries, (3) Facilitating agencies, and (4) Consumers (any 2)	1
iv.	a.Leader pricing	1
v.	Public relations.	1
vi.	c. Perceived value pricing	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	
Q7	S: Specific Goals should be stated in specific terms. Vague goals are difficult to attain. Specific goals give us a concrete target. Hence, a goal should have a specific purpose. • M: Measurable Goals should always be measurable. If we do not set our goals in measurable terms, it is difficult to assess whether we have achieved them or not. • A: Action-oriented Goals do not just come true on their own. Effective goal setting should include action-based steps that one will follow to achieve the goal. — Actions that I am already taking towards achieving this goal — Actions that I am not currently taking but will take towards achieving this goal — Actions that I am not currently taking and need help to achieve the goal — People and places from whom I can get help to achieve the goal • R: Realistic There are few things more damaging to our sense of self-efficacy than setting ourselves up for failure. Goals must always be realistically attainable. • T: Timely Goals must have deadlines. However, deadlines may change. But one must always set a deadline to get the job done within a specified time limit.	2
Q8	Standard of excellence Uniqueness Focus on long-term goals Need to influence Identifying opportunities and risk taking (any 2 points- 1 mark each)	2
Q9	The steps to save a presentation for the first time are as follows. 1. Click on File. 2. Select Save As or Save from the drop-down. This displays a Save As dialog box as shown in Figure 3.40. 3. You can select a folder where you want to save the file, for Figure 3.40: 'Save As	2

	example Desktop 4. By default, the File name is 'Untitled#' (# is a number). You can change it to the name of your choice. 5. The default Save As type is .ods. You can select other file types from the Save As type drop-down. You can save the file as MS Excel or HTML or text file. 6. Click on Save. This will save the presentation on the computer. Later while working, you can simply click File>Save or press Ctrl+s on the keyboard to save the presentation.	
Q10	Start the day with a morning routine. Say positive affirmations, smile often and think about the tasks to be accomplished during for the day. • Feed the mind with positivity, read motivating books, listen to music with uplifting lyrics, watch inspiring movies, etc. • Be proactive. A proactive person decides how one must feel regardless of what may be going around or what the day may bring. • Focus on constructive and positive things. Do not approach life with 'problems'. Approach it with 'solutions'. • Learn from failures. Think what could have been better and work towards the goals. • Learn to focus on the present. Negativity mostly stems out from anxiety of the past and future events. • Move towards your goals and dreams. Be cheerful and work hard to achieve the dreams.	2
Q11	(a) Identifying entrepreneurial opportunity (b) Turning ideas into action (c) Feasibility study (d) Resourcing (e) Setting up an enterprise (f) Managing the enterprise (g) Growth and development (any two functions- 1 mark each)	2
	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	
Q12	UK Institute of Sales Promotion has defined sales promotion as “Any activity which aids value to a product or service for a limited time period by offering an incentive to purchase.” (1 mark) Objective of Sales Promotion 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 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. 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. 6. Deflecting Attention from Price: It may lead to price wars which have a destructive effect on firm's profitability 7. Gaining Intermediary Support: Specific programs directed at wholesalers, retailers, agents, distributors to gain distribution, display and cooperative advertising, introducing new customers, sales promotion is a must. 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. 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. 2 points-0.5 each)	2
Q13	Characteristics Of Services 1. Intangibility 2. Simultaneity 3. Heterogeneity 4. Perishability 5.Non-Ownership (any two points with explanation-2 marks)	2
Q14	Advantages of Radio Advertising 1. Radio is selective and has the ability to reach segmented audiences. 2. Radio is economical due to large penetration and rates 3. Radio is fast due to short lead times.	2

	<p>Limitations of Radio Advertising 1. Increase in Clutter 2. No visuals 3. Lack of proper attention as listeners give attention to other aspects.</p> <p>(1 adv & 1 dis adv- 1 mark each)</p>	
Q15	<p>Platforms for Social Media Marketing</p> <p>1. Facebook 2. Twitter 3. LinkedIn 4. Google+ 5. WhatsApp 6. Foursquare 7. Instagram</p> <p>(any 2 points with explanation- 2 marks)</p>	2
Q16	<p>Promotion can be of two types – Above-the-Line (ATL) and Below-the-Line (BTL). ATL communications use the broadcast medium and print media to reach the mass audience while BTL activities are targeted to a selective audience which might be present in a store or in a fair. There has been a gradual shift to below-the-line activities, firstly because above-the-line (ATL) activities are prohibitively expensive. A full television campaign alone cost anywhere between Rs. 10 crore and Rs.12 crore and a 360-degree campaign entail an average investment of anywhere between Rs.20 crore and Rs.25 crore for a single product launch. Also, BTL activities ensure greater interface with the consumer providing them instant feedback. Another reason is that markets are moving rural, which requires increase in consumer interface.</p>	2
	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	
Q17	<p>Facilitating Functions: These functions facilitate both the transaction as well as physical exchange of goods. These facilitating functions of the channel include post-purchase service and maintenance, financing, market information etc. Sellers provide necessary information to buyers in addition to after sales services and financial assistance in the form of Sale on credit. Similarly, traders are often guided by manufacturers to help them in selling goods, while the traders also inform manufacturers about the customers' opinions about the products. Thus, a channel of distribution performs a variety of functions such as buying, selling, risk bearing, assembling, storage, grading, transportation, post-purchase service and maintenance, financing, market information, etc. But the relative importance of storage is more important for perishable goods and bulky material such as coal, petroleum products, iron, etc. In the case of automobiles, computers and mobiles etc after sales service is very important. Some other important functions are product promotion which involves advertising and sales promotion activities organised by manufacturers. Middlemen are also involved in various activities like demonstration of product, display and contest etc. to increase the sale of products. Negotiation takes place between manufacturers and customers before closing a deal. Negotiation in terms of quality of product, guarantee, after sale services and finally price takes place before the transfer of ownership is done.</p>	3
Q18	<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. 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. <p>(any 3 points- 3 marks)</p>	3

Q19	<p>According to Philip Kotler, “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 marketing channel.”</p> <p>According to William J.Stanton, “A distribution channel for a product is the route taken by the title to the goods as they move from the producer to the ultimate customer.” (any definition-1 mark)</p> <p>Transactional Functions: the primary function of distribution channel is to bridge the gap between production and consumption for which various transactions performed for movement of the goods from one place to another are called transactional functions. Buying, selling and risk bearing functions come under this category. Buying takes place as producers sell the goods and intermediaries buy them. Later intermediaries sell the goods and consumers buy them. Because of this buying and selling by the channel participants, title to goods changes hands and goods flow from producer to consumer. There has to be willingness of buying and selling in the transactions involved, on the other hand there will be no transaction if there is no willingness for buying and selling, there would be no transaction. When goods are bought, it involves risk also. For instance, an intermediary bought goods from the producer with the intention of selling at a profit but Government announced a decision due to which price of product fell down which can lead to loss. All the participants in the distribution channel must assume such risk of loss. (2 marks)</p>	3																				
Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)																						
Q20	<p>Difference between Wholesaler and Retailer</p> <table><thead><tr><th>Wholesaler</th><th>Retailer</th></tr></thead><tbody><tr><td>1. Deals in large quantities and on a large scale</td><td>1. Deals in small quantities and on small scale</td></tr><tr><td>2. Handles a small number of items and varieties</td><td>2. Handles a large number of items and varieties</td></tr><tr><td>3. First outlet in the chain of distribution</td><td>3. Second outlet in the chain of distribution</td></tr><tr><td>4. Sells to retailers and industrial users</td><td>4. Sells to consumers</td></tr><tr><td>5. Receives goods from manufacturers/producers</td><td>5. Receives goods from wholesalers and sometimes from the manufacturers</td></tr><tr><td>6. Location of a wholesaler’s shop is not very important</td><td>6. Location of retailers’s shop near the residential areas is very important</td></tr><tr><td>7. Window display is not very important</td><td>7. Window display is a must to attract customers</td></tr><tr><td>8. Sells at a very low margin of profit as turnover is very fast</td><td>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</td></tr><tr><td>9. Do not provide after-sale service</td><td>9. Provide after-sale service</td></tr></tbody></table>	Wholesaler	Retailer	1. Deals in large quantities and on a large scale	1. Deals in small quantities and on small scale	2. Handles a small number of items and varieties	2. Handles a large number of items and varieties	3. First outlet in the chain of distribution	3. Second outlet in the chain of distribution	4. Sells to retailers and industrial users	4. Sells to consumers	5. Receives goods from manufacturers/producers	5. Receives goods from wholesalers and sometimes from the manufacturers	6. Location of a wholesaler’s shop is not very important	6. Location of retailers’s shop near the residential areas is very important	7. Window display is not very important	7. Window display is a must to attract customers	8. Sells at a very low margin of profit as turnover is very fast	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. Do not provide after-sale service	9. Provide after-sale service	4
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8. Sells at a very low margin of profit as turnover is very fast	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. Do not provide after-sale service	9. Provide after-sale service																					
Q21	<p>Definition of Services :The American Marketing Association has defined Services as “Activities, Benefits and satisfaction which are offered for sale or are provided in connection with the sale of goods”. According to Philip Kotler, “ Services is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything”.</p> <p>Characteristics Of Services 1. Intangibility 2. Simultaneity 3. Heterogeneity 4. Perishability 5.Non-Ownership 1. Intangibility: A service can’t be seen, touched, held, or put on a shelf, because it has no physical shape. No customer can buy physical ownership (Non-ownership) of an ‘experience’ (entertainment), ‘time’ (consulting), or ‘a process’ (dry cleaning). No service can be examined before its enactment because of intangibility. Examples of services include ticketing, babysitting, schooling, etc. 2. Simultaneity: In most of the cases production and consumption goes in simultaneously. A consumer has always to be present in the service factory, either the service provider comes to him (plumber) or he goes to service provider (hair salon). This simultaneity develops much more close contact with the customer. Thus, in-service production and consumption can’t be separated. 3. Heterogeneity: No two services can be the same, because services depend to a large extent on human actions and interactions</p>	4																				

	<p>between customers and providers. Since production and consumption goes in simultaneously, there is no chance to rectify a faulty product before it reaches the customer. Thus, heterogeneity makes it difficult to standardise the quality of service. 4. Perishability: No services can be produced and stored before consumption, hence, they are perishable. Perishability is the main source of many of the problems of supply and demand that services marketers face. A scheduled flight if not filled with fliers goes in vain forever. Most of the service providers, therefore, focus their marketing mix on managing demand. 5. Non-Ownership: Customers cannot own the service they receive because ownership is not transferred from the buyer to the seller as it is with a product.</p> <p>(any 3 points- 3 marks)</p>	
Q22	<ol style="list-style-type: none"> 1. The tools of promotion being taken into consideration by Rakesh are Sales Promotion and Personal Selling.(1 mark) 2. Difference between sales promotion and personal selling: Difference between Personal Selling and Sales Promotion The following factors differentiate personal selling and sales promotion. Though both of them are part of a marketing communication the purpose they serve and the process adopted reflect the different dimension of each. But, both are effective tools for integrated marketing communications. Objective of personal selling is to create awareness and build a long term relationship which will lead to closing the sale, whereas the objective of sales promotion is to increase the sales and dispose of stocks in a short span of time. Personal Selling is face-to-face interaction performed by individuals to give information on products and create mutual long-term relationships. Whereas, Sales Promotion has no interaction and provides incentives to encourage purchase and to disseminate information. Personal selling involves negotiations and incentive is not mandatory whereas sales promotion would have incentive definitely to lure customers. Personal selling is used for products having the characteristics of high value, or technically complex, or custom made. Whereas. Sales promotion is used for products having low value or easy to understand usage. Personal selling involves use in markets with less potential customers or customers with high purchasing power. Whereas, Sales promotion involves use in markets where a larger number of customers exists and the product is of low value comparatively. Personal selling is expensive as it needs sales force training, dedicated persons, repeated visits and transportation whereas sales promotion is bit less expensive to run compared to personal selling. <p>(any 3 differences- 3 marks)</p>	4
Q23	<p>Ans: Indirect channel: One level channel of distribution adopted by the company</p>  <pre> graph LR A[MANUFACTURER] --> B[RETAILER] B --> C[CONSUMER] </pre> <p>(1 mark)</p> <p>The market related factors that are likely to affect the decision of a marketer about the choice of channel of distribution are explained below:</p> <p>The following are the main elements concerned with the consumer or the market: • Number of Customers. If the number of customers is large, definitely the services of the middlemen will have to be sought for. As against it, the products whose customers are less in number are distributed by the manufacturer himself. • Expansion of the Consumers. The span over which are the customers of any commodity spread over, also affects the selection of the channel of distribution. When the consumers are spread</p>	4

	<p>through a small or limited sphere, the product is distributed by the producer himself or his agent. As against it, the goods whose distributors are spread throughout the whole country, for such distributors, services of wholesaler and the retailer are sought. • Size of the Order. When bulk supply orders are received from the consumers, the producer himself takes up the responsibility for the supply of these goods. If the orders are received piece-meal or in smaller quantities, for it the services of the wholesaler could be sought. In this way, the size of the order also influences the selection of the channel of the distribution. • Objective of Purchase. If the product is being purchased for the industrial use; its direct sale is proper or justified. As against it, if the products are being purchased for the general consumption, the products reach the consumers after passing innumerable hands. • Need of the Credit Facilities. If, for the sale of any product, it becomes necessary to grant credit to any customer, it shall be helpful for the producer that for its distribution the services of the wholesaler and retailer businessmen be sought. In this way, the need of the credit facilities too influences the selection of the channel of distribution.</p> <p style="text-align: right;">(any 3 points – 3 marks)</p>	
Q24	<p>Advantage of Social Media Marketing: 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 social media sources, blogs and websites 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 utilize social media platforms to connect with their customers and create these dialogues and discussions.</p>	4



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EEE CONSORTIUM
Final Examination (2022-23)

Subject: Marketing SET I

Max. Marks: 60

Grade: XI

Time: 3 Hours.

Name:

Section:

Roll No:

General Instructions:

Please read the instructions carefully.

This Question Paper consists of 24 questions in two sections – Section A & Section B.

Section A has Objective type questions whereas Section B contains Subjective type questions.

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.

All questions of a particular section must be attempted in the correct order.

SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):

This section has 06 questions.

There is no negative marking.

. Do as per the instructions given.

Marks allotted are mentioned against each question/part.

SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):

This section contains 18 questions.

A candidate has to do 11 questions.

Do as per the instructions given.

. Marks allotted are mentioned against each question/part.

	SECTION A: OBJECTIVE TYPE QUESTIONS	
Q1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	SMART goals stand for: a. Specific, Measurable, Achievable, Realistic, Timebound b. Specific, maintainable, achievable, Realistic, Timebound c. special, measurable, agreeable, rare, timebound d. Specific, measurable, attainable, realistic, Timebound	1
ii.	The process of creating something new is called: a. Creative flexibility b. Management c. Business	1

	d. Innovation	
iii.	Identify the shortcut key that is used to create a new document. a. Ctrl+ c b. Ctrl + n c. Ctrl + m d. Ctrl + d	1
iv.	How to manage time better? a. Talking to friends b. Making a to-do-list c. Making sure we do not miss our play time d. Watching favorite movie	1
v.	_____ is the process of thinking, through which entrepreneurs can come up with many solutions to improve their business. a. Decision Making b. Problem Solving c. Analyzing d. Judging	1
vi.	Which shortcut keys will be used to insert a table in a LibreOffice Writer document? a. F12 b. Ctrl+F12 c. F7 d. F9	1
Q2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	_____ is known as the oldest concept of marketing. a.Product b.Exchange c.Production d.Buying	1
ii.	The number of brands that a consumer considers in making a purchase decision is known as the _____. a.Provoked set b.Evoked set c.Perceived set d.Personal set	1
iii.	In environmental analysis, ETOP stands for: a. Environmental Threat and Opportunity Profile b. Economic threat and Opportunity profile c. Environmental technological and opportunity profile d. Educational threat and opportunity profile	1
iv.	According to Consumer Protection Act 2019, manufacturers are under an obligation to provide all the relevant information about the product to the customers. Which dimension of business environment is highlighted in the given statement? a. Technological environment b. Legal environment c. Political environment d. Social environment	1
v.	Which of the following criticisms of age as a segmentation variable is invalid? a. Age is not a reliable predictor of lifestyle b. Chronological age need not be synonymous with psychological age	1

	c. the similarities in consumer's wants for different age groups are usually greater than the differences d. Age is not an accurate predictor of a person's spending habits	
vi.	Market segmentation is carried out _____ a. to break down large markets into smaller markets. b. to provide an opportunity to surpass competitors. c. by grouping together customers with similar needs, it provides a commercially viable method of serving these customers. d. to allow the achievement of greater market share.	1
vii.	The objective of this price strategy is to gain a foothold in a highly competitive market. Identify the same.	1
Q3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	Which of the following will not influence the choice of distribution channel? a. Infrastructure of the economy b. Legal restrictions c. Complexity of the product d. Profit margin of the product	1
ii.	From the buying roles perspective, name the person who changes the product to usable form for consumption.	1
iii.	The consumer can obtain information from any of several sources. If the consumer must obtain information from handling, examining, or using the product, then the consumer would have obtained the information by using a(n)_____ a. Personal source b. Commercial source c. Informative source d. Experiential source	1
iv.	_____ goods are widely available and can be purchased frequently with minimal effort. a. Shopping goods b. Convenience goods c. Industrial goods d. Specialty goods	1
v.	Identify the environment that refers to studying human population in terms of size, density, location, age, gender, race, literacy, and occupation. a. Demographic b. Political c. Legal d. Technological	1
vi.	Which of these is true about marketing? a. Marketing is used to promote the product and services b. Marketing is concerned about the sales only c. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. d. Marketing considers only the needs of the organization and not the society	1
vii.	The requirements for an effective market segmentation are: a. Accessibility b. Measurable	1

	c. Intensity in competition d. All of the above	
Q4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Which of the following is not a valid basis of segmentation? a. Customer based segmentation b. Technology based segmentation c. competition related segmentation d. Product related segmentation	1
ii.	What does the term 'PEST' stand for? a. Political, environmental, societal and technological b. Political, Economic, Socio-cultural and Technological c. Public, environmental, socio-cultural and technological d. Political, educational, societal and technological	1
iii.	_____ deals with the specification of the actual good or service and how it relates to the target customer. a. Price b. promotion c. place d. product	1
iv.	Identify the type of consumer who buys goods and services for processing them for the ultimate users and earns profit.	1
v.	The _____ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others. a. facilitator b. referent actor c. opinion leader d. social role player	1
vi.	Which concept states that any amount of goods produced will sell if it is available and affordable to customers. a. Production b. Product c. Selling d. Marketing	1
Q5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	_____ deals with organizations buying goods and services with a view to sell them to others for a profit. a. Consumer market b. Industrial market c. Reseller market d. International market	1
ii.	What are classified as 'esteem needs' according to Maslow's hierarchy of needs theory?	1
iii.	In effective target market, marketers should focus on: a. Market segmentation b. Market Targeting c. Market positioning d. All of the above	1
iv.	Who proposed 4Cs in marketing? a. Neilson b. Lauterborn c. Lorie and Robert d. Philip Kotler	1

v.	Purchases which involves high levels of social or economic issues are said to be associated with -----purchase decisions. a. High involvement b. Low involvement c. Medium involvement d. Least involvement	1
vi.	Identify the revenue generating P of Marketing mix. a. Product b. Price c. Place d. Promotion	1
Q.6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	State the equation that is used to determine the level of customer satisfaction.	1
ii.	The government brought in the new policy in February 2019, after complaints from small Indian traders who said the e-commerce giants used their control over inventory from affiliated vendors to create an unfair marketplace in which they offered major discounts. Such practices are now prohibited. Identify the related dimensions of business environment discussed here. a. Political environment and social environment b. Legal environment and political environment c. Technological environment and social environment d. Economic environment and political environment	1
iii.	Which of the following is not a part of the business environment of business? a. Customers b. Competitors c. Suppliers d. None of the above	1
iv.	With respect to consumer behavior, one's friends and relatives could be considered as a/an_____. a. impersonal influence. b. reference group influence. c. perceptual influence. d. institutional influence	1
v.	A Company may produce a good quality product, price it appropriately and make it available at the selling points, which are convenient to customers, but in spite of this the product may not sell well in the market if it is not communicated well to the customers. Identify the element of marketing mix which is required here. a. Product b. Price c. Place d. Promotion	1
vi.	_____ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use. a. Consumer behavior b. Consumer interest c. Consumer attitude d. Consumer perception	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	
Q7	List down any two benefits of team work.	2
Q8	State any two advantages of using a word processor.	2
Q9	List down any two ways in which an entrepreneur can think to solve problems?	2
Q10	Briefly explain any two components of the CONECT model.	2
Q11	List down any two key points to be kept in mind by an entrepreneur while understanding his competitors in the market.	2
	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	
Q12	Define the term Marketing.	2
Q13	“Before production and launching the product in the market the management has to make a good market research to explore various aspects”. List down any two such aspects.	2
Q14	Differentiate between exclusive distribution and selective distribution.	2
Q15	Explain Communication and Convenience as per the Consumer Oriented model of Marketing mix.	2
Q16	State any two selection criteria for targeting .	2
	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	
Q17	Briefly explain any three objectives of Marketing.	3
Q18	Explain the bases of positioning with suitable examples.	3
Q19	Differentiate between the roles of an initiator and influencer in the buying process.	3
	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	
Q20	State and elaborate any 4 social factors affecting consumer behavior.	4
Q21	The manager of Impact Enterprise, dealing in cosmetics, is facing the problem of poor sales. Suggest the four promotional measures that he can undertake to improve the sales.	4
Q22	Draw and explain the positioning process in detail with suitable examples.	4
Q23	Lately many companies have planned for significant investment in organized retailing in India. Several factors have prompted their decisions in this regard. Customer income is rising. People have developed a taste for better quality products even though they may have to pay more. The aspiration levels have increased. The government has also liberalized its economic policies in this regard and permitted even cent percent foreign direct investment in some sectors of retailing. a. Identify and explain the various environmental factors that has facilitated the company’s decision to plan significant investment in organized retailing.	4
Q24	The Fancy Store’ is a popular retail shop dealing in all kinds of fashionable items. Harish, the owner of the store believes in pushing the sale of his products through aggressive sales promotion techniques. Therefore, throughout the year he keeps offering various kinds short-term incentives to the buyers like discounts, quantity gifts, product combinations etc. On the contrary, his brother Ramesh who also runs a retail shop dealing in all kinds of fashionable items in the nearby market tries to first assess the needs and wants of the buyers while deciding upon the product range. He also believes in building long term relations with the buyers and therefore offers only good quality products and handles the	4

	complaints of the buyers if any with politeness and patience. In the context of above case:	
	1. Identify the two different marketing concepts discussed in the above paragraph. 2. Differentiate between the identified concepts.	



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EEE CONSORTIUM
FINAL EXAMINATION (2022-23)
ANSWER KEY

Subject: Marketing SET I

Max. Marks: 60

Grade: XI

Time: 3

Name: _____ **Section:** _____ **Roll No:** _____

General Instructions:

Please read the instructions carefully.

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Section A has Objective type questions whereas Section B contains Subjective type questions.

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.

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Marks allotted are mentioned against each question/part.

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Do as per the instructions given.

. Marks allotted are mentioned against each question/part.

	SECTION A: OBJECTIVE TYPE QUESTIONS	
Q1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	a. Specific, Measurable, Achievable, Realistic, Timebound	1
ii.	d. Innovation	1
iii.	b. Ctrl + n	1
iv.	b. Making a to-do-list	1
v.	b. Problem Solving	1
vi.	b. Ctrl+F12	1
Q2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	b. Exchange	1
ii.	b. Evoked set	1
iii.	a. Environmental Threat and Opportunity Profile	1
iv.	b. Legal environment	1

v.	c. the similarities in consumer wants for different age groups are usually greater than the differences	1
vi.	c. By grouping together customers with similar needs, it provides a commercially viable method of serving these customers.	1
vii.	Penetration Pricing strategy	1
Q3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	a. Infrastructure of the economy	1
ii.	Preparer	1
iii.	d. Experiential source	1
iv.	b. Convenience goods	1
v.	a. Demographic	1
vi.	c. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.	1
vii.	d. All of the above	1
Q4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	b. Technology based segmentation	1
ii.	b. Political, Economic, Socio-cultural and Technological	1
iii.	d. Product	1
iv.	Industrial consumer	1
v.	c. opinion leader	1
vi.	a. Production	1
Q5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	c. Reseller market	1
ii.	Independence, self-respect, confidence, achievement (any 2 terms)	1
iii.	d. All of the above	1
iv.	b. Lauterborn	1
v.	a. High involvement	1
vi.	b. Price	1
Q6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Customer Satisfaction = Experience – Expectation	1
ii.	b. Legal environment and political environment	1
iii.	d. None of the above	1
iv.	b. reference group influence.	1
v.	d. Promotion	1
vi.	a. Consumer behavior	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	
Q7	To succeed is not on one individual • It helps you to have a support system, as all team members help to fix any mistake made by one team member • You feel good when the team achieves success and it builds your confidence • The work gets done faster. (any 2 points-1 mark each)	2

Q8	<p>Advantages of Using a Word Processor There are many advantages of using a word processor. Some of these are: • If you want to add something extra or remove some text after getting your report checked by a teacher, you can easily do it in a word document. • When making a resume (bio-data), it is important not to make any spelling mistakes. A word processor helps you check spelling and grammar so that you use correct grammar, spelling and language. • If you are writing a long report and you need to work on it for several days, you can save the report and get back to it whenever required. You can also print the document if you have to send a hard copy to someone. • You can make the document attractive by adding different colors, text styles and text sizes. For example, if you want to write the title in a special style or if you want to highlight some important date, you can do it in a word document. • You can also make a poster using a word processor by inserting pictures, bulleted lists, tables, shapes and charts easily.</p> <p>(Any 2 points - 1 mark each)</p>	2
Q9	Creativity, Innovation, Critical Thinking (any 2 – 1 mark each)	2
Q10	<p>Converse : Have a pleasant appearance. For example, smile and look at the person with confidence.</p> <p>Open up: Show interest in getting to know them. For example, asking them about what they do in free time. Listen to them patiently and take the conversation ahead.</p> <p>Network : smartly Talk to them about things that are common between the two. For example, a similar interest in food or any common hobbies. Share your experience with them.</p> <p>Engage : Share useful information. For example, do not appear to be superficial.</p> <p>Communicate: regularly Stay in touch. For example, speak to your group of people regularly. Invite them for parties and get together.</p> <p>Tell: Share information on events or activities that you know of. For example, tell others about a fun fair in your locality.</p> <p>(any 2 points-1 mark each)</p>	2
Q11	<p>The key aspects to keep in mind while understanding your competitors are</p> <p>(a) Positioning: One should try and understand how the competitors position their business. This means, how the enterprise wants its customers to see them. One can be seen as a high-quality expensive brand, or they can be seen as a low-cost, affordable brand. This is important information for an entrepreneur who is starting new, since it allows them to decide how they would want their potential customers to see them. (b) Pricing: Pricing means an understanding of the price at which different competitors sell their product or service. Knowledge of competitor pricing helps the entrepreneur to decide the price and quality of their own products or service. (c) Offers: The next information that an entrepreneur can find out is about the kind of offers that the competitors give to their customers, and why does a customer go to them again and again? This knowledge will give the entrepreneur ideas on how they can be different from their competitors. (d) Customer Relations: Another important information that must be understood at this stage is how a business stays in touch with its customers and maintains a relationship with them, so that they keep coming back, giving repeat business.</p> <p>(any 2 points- 1 mark each)</p>	2

	Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)	
Q12	Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individuals and organizational objectives. As per Philip Kotler, the marketing guru, marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.	2
Q13	<p>a) Nature of target customers- Identifying the size of family, job profile, purchasing power and buying motive of the customer etc. For example before introducing Tata Nano to the automobile market these factors were ensured by the company. b) The market trends-Observing the position of company's previous products and services in the market, whether demand is likely to remain static, decrease or increase. c) Economic, social and political trends- Scanning the economic, social and political trends affecting production namely monetary policy, social changes, anti-pollution or energy conservation laws e.g., Tata Nano project faced strong opposition in Singur (West Bengal) both socially and politically. d) Technology trends- Anticipation of technological changes, i.e. whether new product may become popular or what type of technology advancements are about to take place. e) Competition in the market- Analyzing the upcoming or existing competitors and what are their strengths and weaknesses.</p> <p>(any two points- 1 mark each)</p>	2
Q14	<p>Exclusive distribution: The firm decides to distribute through one or two major outlets, example of designer wear or high priced automobiles. • Selective distribution: This is the middle path approach to distribution as the firm selects some outlets to distribute its products thereby enabling the manufacturer gain optimum market coverage and more control.</p>	2
Q15	<p>Communication - Promotion is replaced by Communication. According to Lauterborn promotion is manipulative while communication is cooperative. Communication includes advertising, public relation, personal selling, and any method that can be used to encourage proper, timely, and accurate communication between marketer and consumer. Convenience - Place is replaced by Convenience. It focuses on the convenience in getting product information, convenience in reaching to the store/product, and ease of buying.</p>	2
Q16	<p>State any two selection criteria for Targeting . Selection Criteria for Targeting /Need of Targeting There is need for targeting. There has to be match between costing and revenues. Factors affecting needs of targeting are too many.</p> <ol style="list-style-type: none"> Existing market share and market homogeneity Existing product expertise Likelihood of production and marketing scale economies Nature of competitive environment The forces of marketing environment and marketing trends Capability and ease of matching customer needs Segment attractiveness in terms of size, structure, and growth Available corporate resources Anticipated profitability and market share 	2

	(any 2 points- 1 mark each)	
	Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)	
Q17	<p>Objectives of Marketing: A company must be clear with its marketing objectives and it these objectives must fit in with the overall business objectives for formulation of proper business strategy. The objectives of marketing the company must take care are: 1. Creation of Demand: The marketing management's first objective is to create demand through various means. A conscious attempt is made to find out the preferences and tastes of the consumers by the company. Demand for the products and services are created by informing the customers their utility. According the products and services are produced to satisfy the needs of the customers. 2. Customer Satisfaction: The first and foremost marketing manager must study the demands of customers before offering any product or services. Marketing begins and ends with the customer. Satisfaction of the customers is outcome of understanding of needs and meeting them successfully. 3. Market Share: Every business aims at increasing its market share. It is the ratio of its sales to the total sales in the economy. For instance, both Pepsi and Coke compete with each other to increase their market share. For this, they have adopted innovative strategies. These strategies can be adopted in marketing, advertising, sales promotion activities and even through innovative packaging, etc. 4. Generation of Profits: The marketing department is the only department which generates revenue for the business. Sufficient profits must be earned as a result of sale of want-satisfying products. If the firm is not earning profits, it will not be able to survive in the market. Moreover, profits are also needed for the growth and diversification of the firm. 5. Public Image: To build up the public image of a firm over a period is another objective of marketing. Goodwill of company is created over a period of time with regular emphasis on customer satisfaction through continuous improvement in product and services. The marketing department provides quality products to customers at reasonable prices and thus creates its impact on the customers.</p> <p>(any 3 points- 1 mark each)</p>	3
Q18	<p>Bases of Positioning Positioning or differentiation can be done through Physical Positioning and Perceptual Positioning. Physical positioning is done on the basis of physical product characteristics. But every customer doesn't understand the features and buys the product on the basis of what it does rather than what it is. Thus all the products are not influenced by factors other than physical properties, including the way products are presented, past experiences with them, and opinion of others. Endorsement by celebrities makes the differences. This all is known as perceptual positioning. A marketer has to create both physical and perceptual differences.</p>	3
Q19	<p>Social factors like family and reference groups also play significant role in determining consumer behavior in the following manner:</p> <p>Family Consumer buying decisions are influenced by many social factors like the economic condition of the family, its role and status in society, and the reference group of people. Reference Groups A reference group comprises of two or more persons realizing common goals, group values, attitudes and behavior. Friends or other people with whom one identifies himself constitute a reference group. Roles and Status: An individual has many roles to play in their lives; at their workplace, they have different</p>	3

	duties as compared to the duties they are expected to fulfill at home. Roles and status help marketers to prepare their products and market them not only as per the customer's requirement.	
	Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)	
Q20	<p>(a) Family Consumer buying decisions are influenced by many social factors like the economic condition of the family, its role and status in society, and the reference group of people. People with high incomes have a high purchasing power and are status-conscious. They generally purchase branded products from malls and expensive markets. On the contrary, the ordinary people, belonging to middle or lower income groups purchase products from local markets. Similarly, the urban population's buying behaviour will be different from the rural-population's buying behaviour, as they have greater exposure and choices.</p> <p>(b)Reference Groups A reference group comprises of two or more persons realizing common goals, group values, attitudes and behaviour. Friends or other people with whom one identifies himself constitute a reference group. While making purchases, such reference groups play a vital role as recommendations are made by the groupmembers, who may also become a source of information. Marketers, sometimes, use the 'reference group-influence' by suggesting in advertisements that a specific reference group buys this particular brand of products and is highly satisfied. For example: Amway products, Patanjali products are promoted by organic product users. The group member who provides information about a specific sphere that interests members of a group is called an opinion-leader. The opinion-leader can exert maximum influence when consumers have high-product involvement but low product knowledge. (c) Roles and Status: An individual has many roles to play in their lives; at their workplace, they have different duties as compared to the duties they are expected to fulfill at home. Roles and status help marketers to prepare their products and market them not only as per the customer's requirements, but keeping in view the status those individuals enjoy, so that the customers are targeted at the right place. For example, fully automatic washing machines are beneficial for a working woman, and are advertised accordingly.</p> <p>(d) Age and life-cycle stage This is an important determinant of the goods demanded by a consumer. If the consumer is young, he/she will demand more of trendy clothes, recreational facilities like gyms and spas, grooming products such as deodorants, cosmetics, etc. Elderly consumers will demand more of medicines, healthy-foods walking sticks, health-care facilities etc. (e) Education and Occupation The level of education and occupation of the consumer also decides his/her consumption behaviour. For example, a business executive may go for expensive business</p>	4

	<p>suits, electronics like laptops and smart phones, or memberships of clubs, whereas a clerk will buy simple clothes and ordinary, cheaper goods. (f) Economic conditions People in the high income bracket have higher purchasing power. They buy expensive and trendy goods. On the contrary, people in the low-income groups buy simple and relatively cheaper goods. (g) Lifestyle Lifestyles are identified by observing activities, interests, opinions, and demographics. The activities of individuals like work, hobbies, vacations, social activities and community service, shopping, sports etc. indicate a lot. People's interests can be observed from their preferences of food, fashion, recreation, media choice etc.</p> <p>(Any 4 points- 1 mark each)</p>	
Q21	<p>Advertising typically covers communication methods that are paid for like television advertisements, radio commercials, print media, and internet advertisements. In contemporary times, there seems to be a shift in focus from offline to the online world.</p> <ul style="list-style-type: none"> • Sales Promotion comprises of tools used to promote sales in a given territory and time. They are short term in nature and aim at stimulating quick sales. Advertising aims at creating awareness and also provides a rationale to buy a product; sales promotion induces him/her to buy the products. They include discount coupons, price offs, prizes, lucky draws, free trials etc. • Personal Selling is a direct display of the product to the consumers or prospective buyers. It refers to the use of salespersons to persuade the buyers to act favourably and buy the product. • Public relations, on the other hand, are communications that are typically not paid for. This includes press releases, exhibitions, sponsorship deals, seminars, conferences, and events. • Word of mouth is an informal communication about the benefits of the product by satisfied customers and ordinary individuals. Word of mouth can also circulate on the internet. When effectively used it has the potential to be one of the most valuable assets we have in boosting the profits online. An extremely good example of this is online social media and managing a firm's online social media presence. <p>(any 4 points-1 mark each)</p>	4
Q22	<p>Draw and explain the position process in detail with suitable examples. Positioning is concerned about creating a perception in a consumer's mind about the nature of company and its products relative to competitors. It refers to developing a Unique Selling Proposition (USP) or identification of particular appeal that the firm can present to the customers in each target segment. It is now that marketing mix is designed to implement target market strategy and marketing communications convey the intended positioning.</p>	4

	<p>Positioning Process</p> <div>1. Identify relevant set of competitive products serving a target market</div> <div>2. Identify the set of determinant attributes that define the “product space” in which positions of current offerings are located.</div> <div>3. Collect information from a sample of customers and potential customers about perceptions of each product on the determinant attributes</div> <div>4. Determine product’s current location (positioning) in the product space and intensity thereof</div> <div>5. Determine customers’ most preferred combination of determinant attributes.</div> <div>6. Examine the fit between preferences of market segments and current position of product (market positioning)</div> <div>Identify positions where additional new products might be placed.</div> <div>7. Write positioning statement or value proposition statement of value proposition to guide development and implementation of market strategy</div>	
Q23	<p>Economic Environment Social Environment Political Environment (any 2 points with explanation- 2 marks each)</p>	4
Q24	<p>1.The two different marketing concepts discussed in the above paragraph are:</p> <p>1. The Selling concept</p>	4

	<p>2. The Marketing concept (0.5 mark each)</p> <p>3. Selling Concept :With the passage of time marketing environment further underwent changes, competition was constantly increasing and just the improvement in product and making it available to customers was not working. There was something more required then just a quality product for the survival and growth of the companies as large number of sellers started manufacturing quality product. Something more was required to persuade the customers now. Business philosophy changed it was believed that customer would not buy or would not buy enough until or unless they are convinced and influenced to do so. Therefore, Selling is the act of influencing a customer to buy a product or service. Businesses had to concentrate on ways of selling their products. The concept is based on the belief that customers, be individual or organizations will not buy enough of the organization's products unless they are persuaded to do so. So organizations should undertake selling and promotion of their products for success. Thus making good products was not enough rather focus changed to pushing the sales of products through aggressive selling. The selling effort is supported by promotional activities and aggressive advertising. The company does not consider the needs and wants rather thinks that anything and everything can be sold. This concept can also be applied in the firms having over capacity in which their goal is to sell what they produce than what the customer really wants. For example this concept is effectively applicable in the cases of unsought goods like life insurance, vacuum cleaner, fire fighting equipment's including fire extinguishers where the customer doesn't need them but if persuaded constantly the customer buys them. The disadvantage with this approach is that it assumes that customer will certainly buy the product after due persuasion and if dissatisfied will not speak to others, which is not true. (1 ½ marks)</p> <p>Marketing Concept: By this time customers were fed up of too much influence of the salesman during purchase of products which led to unnecessary purchase that did meet customer's needs and wants. Customers expected that companies should be more responsible enough to understand their actual needs and wants rather than imposing products on them. The marketing concept proposes that the success of the firm depends on how well it understands the needs and wants of the customers and how successfully it converts these needs in to products and services that will satisfy the customer's requirements. Marketing starts before the product; service or solution is ready and continues even after the sale has been made. In marketing company makes honest efforts towards retaining the customers and also attracting new ones. Customer satisfaction is the strongest pillar of marketing where company assures that customers are satisfied after buying a product or service. This is a customer centric approach rather than product centric one. In marketing concept customer satisfaction is the focal point and all decision making based on it. Decisions like the product to be produced, with the features to be included. The price and the place to be sold all depends on the customers. For example if</p>	
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	customer is in need of a pen, pencil and eraser all in one Linc pens have met that need of customers.(1 ½ marks)	
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