



PREBOARD EXAMINATION (2021-22)
TERM I – SET B

Subject: MARKETING

Max. Marks:30

Grade: 12

Time:90 min

Name:

Section:

Roll No:

• **General Instructions:**

- 1. Please read the instructions carefully
- 2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
- 3. Section A is of 05 marks and has 06 questions on Employability Skills.
- 4. Section B is of 20 marks and has 25 questions on Subject specific Skills.
- 5. Section C is of 05 marks and has 07 competency-based questions.
- 6. Do as per the instructions given in the respective sections.
- 7. Marks allotted are mentioned against each section/question.
- 8. All questions must be attempted in the correct order

Answer any 5 questions out of the given 6 questions on Employability Skills (1 x 5 = 5 marks)

1. The most critical skill in effective communication is: 1
 - a. Active Listening
 - b. Active Speaking
 - c. Responding
 - d. All of the above
2. _____ are predefined formulas that perform calculations using specific values called arguments. 1
 - a. Standard Bar
 - b. Sort Dialog
 - c. Functions
 - d. Open Office Calc
3. Opposite of “Insecure, Anxious and Depressed” is 1
 - a. Extraversion
 - b. Emotional Stability
 - c. Agreeableness
 - d. Openness to experience
4. _____ is an inner urge to do something and _____ is the ability to do what needs to be done without influence. 1
 - a. Motivation, Physiological
 - b. Psychological, Self-Motivation
 - c. Motivation, Self-Motivation
 - d. Psychological, Physiological
5. To copy cell contents, you need to press _____ 1
 - a. CTRL + X
 - b. CTRL + C
 - c. CTRL + V
 - d. CTRL + Z
6. Active listening helps us: 1
 - i. Build Trust ii. Respond iii. Active speaking iv. Build connections
 - a. i. and iii.
 - b. i. and iv
 - c. ii. And iii
 - d. all of the above

SECTION B Answer any 20 questions out of the given 25 questions (1 x 20 = 20 marks)

7. A group of products that are closely related is known as:
 - a. Product Mix
 - b. Product Line
 - c. Product Level
 - d. Product Feature
 8. Automobile companies increase prices of cars when there is high demand and offer heavy discounts when demand is low. Identify the aspect of production taken into account.
 - a. Cost of manufacturing
 - b. Brand and quality of the product
 - c. Market conditions
 - d. Competition in the market
 9. Which of the following is not a feature of convenience goods:
 - a. easily available
 - b. continuous and regular demand
 - c. easily substitutable
 - d. high unit price
 10. Coca Cola the leading soft drink maker of the world wants to make an attempt to put a bottle of Coke within the arms reach of every consumer. Which factor to choose their channel of distribution should they consider?
 - a. Number of Customers
 - b. Perishability
 - c. Size and weight
 - d. Services of Middlemen
 11. Which out of the following is NOT a factor influencing product mix?
 - a. Quantity of production
 - b. Affordability
 - c. Market Demand
 - d. Use of residuals
 12. Which of the following 4Ps of marketing mix involves decisions regarding coverage, assortments, locations, inventories or transports?
 - a. Product
 - b. Price
 - c. Place
 - d. Promotion
 13. 'Delicious' is a famous readymade snacks chain selling a large variety of products in the Indian market. The firm sells the same product / service at two or more prices to different customer groups depending where they are buying products. The same product which is priced at Rs 100 at local shops is sold out at Rs. 120 in malls. Identify the pricing policy adopted by 'Delicious'
 - a. Competitive Pricing
 - b. Sealed Bid Pricing
 - c. Going Rate Policy
 - d. Discriminatory Pricing
 14. Along with buying and selling, _____ is also a transactional function of distribution channels.
 - a. Negotiation
 - b. Assembling
 - c. Risk Bearing
 - d. Transportation
 15. You are planning to install a Utensils manufacturing unit in BIHAR. For that purpose, you want suppliers who supplies you raw steel. Here the suppliers supply you which of the following form of industrial product?
 - a. Capital Items
 - b. Materials and parts
 - c. Supplies & services
 - d. All of these
 16. Mark up is the difference between the cost of goods and _____.
 - a. Variable Cost
 - b. Selling Cost
 - c. Total Cost
 - d. Marginal Cost

17. This one is not the objective of pricing: 1
- To face competition
 - To maintain or improve market share
 - To achieve target rate of return on capital employed
 - To determine the capital structure of the firm
18. The product brand of shampoo comes in different categories for different hairs. The label on the shampoo depicts that whether the shampoo is for dry hair, or for oily hair or for normal hair. Identify the function of labelling in the above example. 1
- Provide the description of the product
 - Identifies the product or brand
 - Grading of the product
 - Promotion of the product
19. _____ as an objective is prevalent in industries that have a price leader. 1
- Select the pricing objective
 - Maintaining or improving market share
 - Public relations
 - Price stabilization.
20. Identify the product category for which the consumer consumes maximum time and efforts while making a purchase decision: 1
- Convenience Product
 - Shopping Product
 - Speciality Product
 - Emergency Product
21. The term 'Channel of Distribution' refers to the route taken by goods as they flow from the Manufacturer to the consumer. This flow of goods includes 1
- Physical distribution of goods
 - Transfer of title of goods
 - Both Physical distribution and transfer title of goods
 - Deciding about the route to be taken
22. Suraj is a small entrepreneur involved in the manufacturing of hair wax. He finds that the cost of production of 100 gm of hair wax is Rs.250. He has decided to keep a margin of 15% as profit. Which pricing strategy is used by Suraj? 1
- Cost-Plus pricing
 - Premium Pricing
 - Discriminatory pricing
 - Skimming pricing
23. They aim to enhance the value of the product/offer through voluntary improvements. 1
- Generic product
 - Product Differentiation
 - Augmented
 - Product elimination
24. Price is the only element in the marketing mix that produces: 1
- Fixed cost
 - Expense
 - Variable cost
 - Revenue
25. Where large economies are possible, which of the following pricing strategies can be used? 1
- Penetration Pricing
 - Skimming Pricing
 - Differential Pricing
 - Going rate Pricing
26. The marketer must see themselves as benefit providers; for example, when a shopper purchases new shoes, he expects the shoes to cover his feet and allow them walk unobstructed. This is an example of what product level: 1
- Augmented Product
 - Branded Product
 - Core or Basic Product
 - Patented Product
27. Which type of pricing method is in an inverse relationship between the price and quantity demanded of a commodity. 1

- | | | | |
|-----|--|----------------------------|---|
| | a. Demand oriented pricing | b. Cost oriented pricing | |
| | c. Value based pricing | d. Market skimming pricing | |
| 28. | This type of pricing policy is generally used to prevent price wars among competitors: | | 1 |
| | a. Everyday low pricing | b. Odd-Even Pricing | |
| | c. Going Rate Pricing | d. Skimming Pricing | |
| 29. | Life insurance, Red Cross Blood Donations, etc are examples of _____ type of products | | 1 |
| | a. Convenience | b. Shopping | |
| | c. Speciality | d. Unsought | |
| 30. | -----priced commodities generally witness a sluggish sale trend in comparison to moderately priced goods. | | 1 |
| | a. Low | b. High | |
| | c. Premium | d. None of the above | |
| 31. | 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 images and strengthening through repositioning. In which stage of PLC is this strategy used? | | 1 |
| | a. Introduction | b. Growth | |
| | c. Maturity | d. Decline | |

- 32.** You are a manufacturer of a shampoo, but your organization is not financially sound. In this situation which channel of Distribution is suitable for you? **1**

a Direct channel **b** Indirect Channel
c Both Channels **d** None of these

33. If Fixed expenses in a production unit are Rs. 90,000, variable cost per unit is Rs. 10 and selling price per unit is Rs.15; find out BEP quantity. What should be the Break-even output in units? **1**

a 8985 **b** 18000
c 10000 **d** 9000

34. Assertion (A): In value-based pricing the prices are set up according to the perceived value of the product rather than the cost of the product. **1**
Reason (R): The price of Coffee at STARBUCKS an American Company is determined on the basis of value-based pricing.

a Both Assertion (A) and Reason (R) are correct and (R) is the correct explanation of (A). **b** Both Assertion (A) and Reason (R) are correct and (R) is not the correct explanation of (A).
c Assertion (A) is true, and Reason (R) is false **d** Assertion (A) is false, and Reason (R) is true

35. A mosquito repellent company launched a new spray on the eve of the rainy season. The product was good and was in great demand but resulted in many children getting choked and started having respiratory problems. Which product related decision was not taken into consideration by the company. **1**

a branding **b** sales promotion
c labeling **d** personal selling

36. Ranger India Limited, is an automobile manufacturer in India. It makes 1.5 million family cars every year. That's one car every 12 seconds. It has a sales network of company approved **1**

retailers that spreads across 600 cities. In the context of the above case, Identify the type of the channel of distribution adopted by the company.

- a** Zero level
- b** One level channel
- c** Two level channel
- d** Three level channel

- 37.** A healthcare brand originally gets its start by selling over-the-counter medicine products and experiences success. They choose to diversify their products by introducing items that expand their brand and broaden the consumer definition of health products. They plan to introduce a variety of new product lines to expand the presence and scope of their brand's capabilities, including product lines for vitamins, supplements, first aid, skincare, dental health, vision care, women's health, baby care, hair care and nutrition. As the company broadens their scope by selling additional related products, consumers may begin to recognize them as a reliable wellness brand. From the above case study, identify what product decision this comes under. **1**

- a** Product Diversification
- b** Product Modification
- c** Product Positioning
- d** Product Differentiation

- 38.** Assertion (A): An agent takes possession and title of the product before selling them **1**
Reason (R): An agent usually makes profits from commissions or fees paid for their services they provide to producers and users.

- a** Both Assertion (A) and Reason (R) are correct and (R) is the correct explanation of (A).
- b** Both Assertion (A) and Reason (R) are correct and (R) is not the correct explanation of (A).
- c** Assertion (A) is true, and Reason (R) is false
- d** Assertion (A) is false, and Reason (R) is true
