



HALF YEARLY EXMINATION (2022-23)

Subject: Marketing

Max. Marks: 60

Grade: XII

Time: 3 Hrs

Name:

Section:

Roll No:

General Instructions:

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

PART A: EMPLOYABILITY SKILLS (10 MARKS)

- Answer any 4 questions out of the given 6 questions of 1 mark each: (4 X 1=4 Marks)**
 - Sentences, in which the subject receives an action, are known to be in _____ voice(s)
 - Active
 - Passive
 - Both of the above
 - None of the above
 - People with the following personality trait – Gregarious, assertive, and sociable
 - Conscientiousness
 - Agreeableness
 - Extraversion
 - Introversion
 - It is a rectangle shaped box, where the row and column meet
 - Row
 - Cell
 - Column
 - Workbook
 - A/An _____ is a word used to express emotion
 - Interjection
 - Preposition
 - Conjunction
 - Adverb
 - This type of personality disorder refers to the natural tendency to direct attention toward one's inner life away from the external world
 - Paranoid personality disorder
 - Schizotypal personality disorder
 - Schizoid personality disorder
 - 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
- Introduction stage
 - Growth stage
 - Maturity stage
 - 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?
- Deceptive pricing
 - Premium pricing
 - Psychological pricing
 - Dual Pricing
21. _____ will carry a variety of competing products, whereas _____ carry complementary product lines.
- Retailers , Agents
 - Distributors , Wholesalers
 - Agents, Distributors
 - Wholesalers, Distributors
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
- Transactional
 - Logistical
 - Facilitating
 - None
23. These products are goods with unique characteristics for which a sufficient number of buyers are willing to make a special purchasing effort
- Convenience Products
 - Shopping Products
 - Speciality Products
 - Industrial products

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

- Define the term “Product” and briefly explain the same. 2
- Define the term ‘Price’. 2
- Describe the term ‘Place’. 2
- 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
- Explain the term “Core Product” with suitable example. 2
- State any two conditions under which Skimming Pricing policy is very effective. 2
- List down the William J.Stanton’s classification of labels. 2
- Explain any two importance of pricing to consumers. 2
- Explain the logistical function of the Place mix. 2

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

- Differentiate between a Brand name and a Logo. 3
- Explain the public relations objectives of Pricing 3
- Identify and explain the Place function that bridge the gap between production and consumption. 3
- Differentiate between Customized Product and augmented Product with suitable examples 3
- List down and explain any three characteristics of a Product. 3
- 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

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

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