



**EEE CONSORTIUM
 PRE BOARD EXAMINATION (2021-22)
 Answer Key-SET A**

Subject: Marketing
Grade : XII

Max. Marks: 30
Time: 1Hr 30 Min

Part A
Employability skills
This part contains 4 questions carrying one mark.
Answer any 3.

1	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
2	Minimizing waste and pollution problem has come a long way and the probable solution to this has been provided in 4Rs of sustainable development – a) Refuse, Reduce b) Reuse & Recycle. c) Refresh & Regenerate d) Both a and b	1
3	Barriers to Becoming an entrepreneur a) Unsupportive business environment: b) Lack of Entrepreneurial Capacity c) Fear of Failure d) All of the above	1
4	The process of collecting the rain water and reusing same in buildings is called _____ (a) Waste Water Treatment (b) Water Recycling (c) Rain Water Harvesting (d) Water Auditing	1
Question number 5 and 6 are of 2 marks. Attempt any 1 question.		
5.	How can you reduce greenhouse gas emission? in improving energy and raw material use: The extra <div style="text-align: center;"> </div>	2

Ans:-

6.	Write any four competencies identified by EDII that were found in successful entrepreneurs. 1.Information seeking 2.Commitment 3.Persistence 4.Problem Solving	2
<u>Section B: -is of 17 marks and has 16 subject specific questions.</u> <u>Questions number 7 to 13 are one mark question. Attempt any 5.</u>		
7	All of 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
8	Promotion focuses on _____ with the target market. a. Negotiating b. Communicating c. Discussing d. Arguing	1
9	Which of the following takes place at retailer's end? a. Promotion b. Placing c. Pricing d. Exchange	1
10	Marico, an FMCG marketing company, has decided to make use of barbers to promote Parachute After-Shower cream. Which particular promotion activity mentioned here? a. Word of mouth communication b. Advertising c. Sales promotion d. Personal selling	1
11	Unutilized and underutilized services are found to be a waste. Which characteristics of service is explained here? a. Perishability b. Heterogeneity c. Non-ownership d. Intangibility	1
12	A contest where the distribution of prizes is dependent on random distribution of predetermined winning tickets is called..... a. Free Prize Draws b. Competitions c. Sweepstakes d. Lotteries	1

13.	<p>Canon advertises for search keywords related to "photography" on Google, Yahoo, and Bing search engines to market their cameras to a relevant audience to drive traffic to a specific webpage. What type of marketing is it?</p> <p>a. Direct marketing</p> <p>b. Social Marketing</p> <p>c. Online marketing</p> <p>d. Offline marketing</p>	
Question number 14 to 18 are two-mark questions. Attempt any 3.		
14.	<p>Identify the type of sales promotion strategy and briefly explain the identified tool</p> <p>a. Exchange your old car and get free service for 3 years on buying a new car-Repurchase offer</p> <p>b. Buy diamond worth 1Lakh rupees get a gold coin absolutely free.-Premium</p>	2
15	<p>Distinguish between ATL and BTL Modes of promotion.</p> <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 costs anywhere between Rs. 10 crore and Rs.12 crore and a 360 degree campaign entails 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. Brand 'Dhara', from the Mother Dairy stable, with its thrust on tier-II towns, has been spending considerable amount on wall paintings, 'mela' participation and out-of-home advertising.</p>	2
16.	<p>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 retailers that spreads across 600 cities.</p> <p>e context of above case:</p> <p>i) Identify the type of the channel of distribution adopted by the company.-One channel/Short</p> <p>ii) State the market related factors that are likely to affect the decision of a marketer about the choice of channel of distribution.</p> <p>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 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 wholeseller 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 wholeseller 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,</p>	2

17.	<p>Discuss any four dimensions of evaluating service quality.</p> <ol style="list-style-type: none"> 1. Reliability: Is the service performed dependably and accurately? For example Indigo Air's flight go on time. 2. Access: Is the service accessible or delivered without little waiting? For example Haryana Roadways buses are accessible to one and all. 3. Security: Is the service free from danger, risk or doubt? For example, Air India takes security measures to make its services secured. 4. Credibility: How trustworthy and honest does the service provider appear to be? For example, Indian Railways are trustworthy and honest to refund the money if a passenger is wait listed at the time of going of the train. 5. Understanding the customer: How much effort is made by service provider to understand customers' needs? Hindustan Unilevers Limited undertakes market surveys to understand the customer. 6. Responsiveness: How willing are service employees to help customers and to deal with their specific problems? Rajasthan Roadways at Jaipur provide information booth to provide information as to which bus is going where. 7. Competence: To what extent do employees possess the required skills and knowledge to perform the service? Is the Chartered Account a member of the Institute of Chartered Accountants of India? 8. Courtesy: Are staff polite and considerate to customers? Private sector is quite polite to customers. 9. Tangibles: How do physical facilities, equipment, personnel and communication materials look like? Are the waiters in proper and clean uniform? 10. Communication: How good the organisation is at communicating effectively? Rajasthan Roadways at Bikaner House, Delhi communicate effectively with the potential passengers. 	2
18.	<p>The production and consumption of services occur simultaneously. This characteristic is called as simultaneity. Explain the types of services on basis of this unique feature of service. Simultaneity</p> <p>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</p> <p>On the basis of customer – employee presence: There might be self-service (only customer-ATM, weighing machine on the railway station; interpersonal services (both customer – employer present – school, hair salon); remote services (employee only – insurance company).</p>	2
Question number 19 to 22 are three-mark questions. Attempt any 2.		
19.	<p>ING is a global institution of Dutch origin, offering banking, investments, life insurance and retirement services. As it is a large MNC they keep changing their promotional objectives every two years. A new intern has joined the group. You have been working with ING group and have been assigned the task to explain the intern different promotional objectives of ING group.</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, 	3
20.	<p>Retailing is the last link in the chain of distribution. Discuss the functions of retailers performed as intermediary in the channel of distribution.</p> <ol style="list-style-type: none"> 1. Deals in small quantities and on small scale 2. Handles a large number of items and varieties 3. Second outlet in the chain of distribution 4. Sells to consumers 5. Receives goods from wholesalers and sometimes from the manufacturers 6. Location of retailers' shop near the residential areas is very important 7. Window display is a must to attract customers 8. Sells at a higher margin of profit as he has to spend on window display and pay higher rent for accommodation in a central place 9. Provide after-sale service. 	3

21.	<p>Explain the advantages of online marketing over traditional methods of advertising.</p> <p>1. Brand Awareness: 2. Measure Impact: A key benefit of using online channels for marketing a business or product is the ability to measure the impact of any given channel. 3. Acquiring Valuable Customers: it helps to find how visitors acquired through different channels interact with a website or landing page experience. Of the visitors that convert into paying customers, further analysis can be done to determine which channels are most effective at acquiring valuable customers. 4. Use of Analytics: Analytics on web or mobile app experiences can help determining which online marketing channels are the most cost-effective at acquiring customers. 5. Better medium: Through data we can get a quick view of which channels are effective at acquiring and driving higher lifetime value for customers as there are different mediums such as email marketing, online advertising, and mobile marketing, to find which drives repeat purchases to prior customers. 6. Customer Analysis: Helps to analyse group of customers that have strong engagement behavior and high potential for upsell for higher engagement.</p>	3				
22.	<p>The service sector contributes heavily to the Indian GDP. It is also one of the largest employers and growing rapidly. Services cannot be marketed and sold like goods. They are different from goods which can be seen and touched. Explain how services are different from goods.</p> <p>1. Intangibility 2. Simultaneity 3. Heterogeneity 4. Perishability 5.Non-Ownership (Any 3 points out of 5)(1/2 mark for point and ½ mark for eplanation)</p>	3				
	<p><u>Section C: -is of 8 marks and has 3 competency-based questions.</u></p> <p>Question number 23 to 25 are four-mark questions. Attempt any 2.</p>					
23.	<p>What is Promotion-mix? If you happen to be promotion manager of Dabur India to launch a new health drink in Indian metros, what factors will you keep in mind while setting the promotion mix?</p> <p>1.Type of product 2.Type of buyer 3.Type of distribution 4.Push and Pull 5.Digital dimensions 6.Elections 7.Cost budget and availability of media 8.PLC (Any 4 points) (1/2 mark for point and ½ mark for explanation)</p>	4				
24.	<p>He usually buys in bulk and sells in large quantities and the other buys in large quantities but sells in smaller quantities. They both are an important link in the distribution channel. Differentiate between the identified intermediaries.</p> <table><tr><th>Wholesaler</th><th>Retailer</th></tr><tr><td><p>1. Deals in large quantities and on a large scale</p><p>2. Handles a small number of items and varieties</p><p>3. First outlet in the chain of distribution</p><p>4. Sells to retailers and industrial users</p><p>5. Receives goods from manufacturers/producers</p><p>6. Location of a wholesaler's shop is not very important</p><p>7. Window display is not very important</p><p>8. Sells at a very low margin of profit as turnover is very fast</p><p>9. Do not provide after-sale service</p></td><td><p>1. Deals in small quantities and on small scale</p><p>2. Handles a large number of items and varieties</p><p>3. Second outlet in the chain of distribution</p><p>4. Sells to consumers</p><p>5. Receives goods from wholesalers and sometimes from the manufacturers</p><p>6. Location of retailers's shop near the residential areas is very important</p><p>7. Window display is a must to attract customers</p><p>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</p><p>9. Provide after-sale service</p></td></tr></table>	Wholesaler	Retailer	<p>1. Deals in large quantities and on a large scale</p> <p>2. Handles a small number of items and varieties</p> <p>3. First outlet in the chain of distribution</p> <p>4. Sells to retailers and industrial users</p> <p>5. Receives goods from manufacturers/producers</p> <p>6. Location of a wholesaler's shop is not very important</p> <p>7. Window display is not very important</p> <p>8. Sells at a very low margin of profit as turnover is very fast</p> <p>9. Do not provide after-sale service</p>	<p>1. Deals in small quantities and on small scale</p> <p>2. Handles a large number of items and varieties</p> <p>3. Second outlet in the chain of distribution</p> <p>4. Sells to consumers</p> <p>5. Receives goods from wholesalers and sometimes from the manufacturers</p> <p>6. Location of retailers's shop near the residential areas is very important</p> <p>7. Window display is a must to attract customers</p> <p>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</p> <p>9. Provide after-sale service</p>	4
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25.	<p>Ron believes in traditional and old modes of advertising whereas John has done a course on digital advertising and believes in social media marketing. John thinks traditional advertising uses only one way communication and no response can be generated from the customer. He also believes that the number of consumers on social media is increasing day by day and the reach is growing. John is firmly thinks that social media can help in fighting competition more effectively and create high credibility. According to John identify and explain the benefits of social media advertising.</p> <p>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 mediasources, 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, Customers are more likely to trust other customers’ experiences. It is increasingly advantageous for companies to utilise social media platforms to connect with their customers and create these dialogues and discussions.</p>	4