



**EEE CONSORTIUM
PREBOARD EXAMINATION (2021-22)**

Subject: Marketing

Max. Marks: 30

Grade : XII

Time: 1Hr 30 Min

- Please check that this question paper contains 4 printed pages.
- Please check that this question paper contains 25 questions. A candidate needs to answer 16 questions
- Please write down the serial number of the question before attempting it.

General Instructions:

Section A: Employability skills: -Is of 5 marks and has 6 questions.

- a. Question number 1 to 4 are one mark. Attempt any 3 questions.
- b. Question number 5 and 6 are of 2 marks. Attempt any 1 question.

Section B: -is of 17 marks and has 16 subject specific questions.

- a. Questions number 7 to 13 are one mark question. Attempt any 5.
- b. Question number 14 to 18 are two-mark questions. Attempt any 3.
- c. Question number 19 to 22 are three-mark questions. Attempt any 2.

Section C: -is of 8 marks and has 3 competency-based questions.

- a. Question number 23 to 25 are four-mark questions. Attempt any 2.

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 | 1 |
| | a) Fear of failure | |
| | b) Entrepreneurial Competence | |
| | c) Entrepreneurial Capacity | |
| | d) Entrepreneurial Training | |
| 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 – | 1 |
| | a) Refuse, Reduce | |
| | b) Reuse & Recycle. | |
| | c) Refresh & Regenerate | |
| | d) Both a and b | |
| 3 | Barriers to Becoming an entrepreneur | 1 |
| | a) Unsupportive business environment: | |
| | b) Lack of Entrepreneurial Capacity | |
| | c) Fear of Failure | |
| | d) All of the above | |

- 4 The process of collecting the rain water and reusing same in buildings is called 1
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- (a) Waste Water Treatment
(b) Water Recycling
(c) Rain Water Harvesting
(d) Water Auditing

Question number 5 and 6 are of 2 marks. Attempt any 1 question.

5. How can you reduce greenhouse gas emission? 2
6. Write any four competencies identified by EDII that were found in successful entrepreneurs. 2

Section B: -is of 17 marks and has 16 subject specific questions.

Questions number 7 to 13 are one mark question. Attempt any 5.

- 7 All the following are part of the normal role of wholesalers except: 1
- 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
- 8 Promotion focuses on _____ with the target market. 1
- a. Negotiating
 - b. Communicating
 - c. Discussing
 - d. Arguing
- 9 Which of the following takes place at retailer's end? 1
- a. Promotion
 - b. Placing
 - c. Pricing
 - d. Exchange
- 10 Marico, an FMCG marketing company, has decided to make use of barbers to promote Parachute After-Shower cream. Which promotion activity is mentioned here? 1
- a. Word of mouth communication
 - b. Advertising
 - c. Sales promotion
 - d. Personal selling
- 11 Unutilized and underutilized services are found to be a waste. Which characteristics of service is explained here? 1
- a. Perishability
 - b. Heterogeneity
 - c. Non-ownership
 - d. Intangibility
- 12 A contest where the distribution of prizes is dependent on random distribution of predetermined winning tickets is called..... 1

- a. Free Prize Draws
 - b. Competitions
 - c. Sweepstakes
 - d. Lotteries
13. 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?
- a. Direct marketing
 - b. Social Marketing
 - c. Online marketing
 - d. Offline marketing

Question number 14 to 18 are two-mark questions. Attempt any 3.

14. Identify the type of sales promotion strategy and briefly explain the identified tool 2
- a. Exchange your old car and get free service for 3 years on buying a new car
 - b. Buy diamond worth 1Lakh rupees get a gold coin absolutely free.
15. Distinguish between ATL and BTL Modes of promotion. 2
16. 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. 2
- In context of above case:
- i) Identify the type of the channel of distribution adopted by the company.
 - ii) State the market related factors that are likely to affect the decision of a marketer about the choice of channel of distribution.
17. Discuss any four dimensions of evaluating service quality. 2
18. 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. 2

Question number 19 to 22 are three-mark questions. Attempt any 2.

19. 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. 3
20. Retailing is the last link in the chain of distribution. Discuss the functions of retailers performed as intermediary in the channel of distribution. 3
21. Explain the advantages of online marketing over traditional methods of advertising. 3
22. 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. 3

Section C: -is of 8 marks and has 3 competency-based questions.
Question number 23 to 25 are four-mark questions. Attempt any 2.

23. 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? 4
24. 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. 4
25. 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. 4
