



مدرسة دلهي الخاصة ذ.م.م.
DELHI PRIVATE SCHOOL L.L.C.

Affiliated to C.B.S.E., DELHI
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16-NOV-2021

PREBOARD EXAMINATION (2021-22)

TERM I - SET A

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. How to overcome barriers to active listening? **1**
 - a. Do not let emotions take over your mind and keep away phones and digital devices.
 - b. Create a conducive environment to avoid misinterpretations and distractions.
 - c. Avoid developing biases and be objective in your approach when interacting with others
 - d. All of the above
2. To select multiple cells together we must press and hold _____ key. **1**
 - a. Shift
 - b. ENTER
 - c. ALT
 - d. CTRL
3. Which is not true about stress Management? **1**
 - a. Pondering over past issues and analyse the same
 - b. Stay positive and analyse what is going wrong in a certain situation.
 - c. Talk to friends and family for comfort.
 - d. Maintain an accomplishment sheet and enter even small achievements.
4. People with this type of disorder are irritating and aggressive, and act impulsively **1**
 - a. Borderline personality disorder
 - b. Histrionic personality disorder
 - c. Antisocial personality disorder
 - d. Narcissistic personality disorder
5. Identify the shortcut key to underline text in a spreadsheet? **1**
 - a. Ctrl+b
 - b. Ctrl+i
 - c. Ctrl+l
 - d. Ctrl+u

6. Identify the type of sentence “Come with us right now”. 1
- | | |
|------------------|----------------|
| a. Interrogative | b. Declarative |
| c. Exclamatory | d. Imperative |

SECTION B

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

7. Office equipments are classified as _____ products. 1
- | | |
|---------------|----------------|
| a. Consumer | b. Speciality |
| c. Industrial | d. Convenience |
8. Two or more complimentary products offered together at a single Price is known as _____ 1
- | | |
|---------------------|-----------------------|
| a. Bundle Pricing | b. Full cost Pricing |
| c. Transfer Pricing | d. Going rate pricing |
9. When multiple products of the manufacturer are marketed under the similar brand name, it is known as _____ brand. 1
- | | |
|-----------------|----------------------|
| a. Family brand | b. National brand |
| c. Local brand | d. Middleman’s brand |
10. “Retailing consists of the sale, and all activities directly related to the sale of goods or services to the ultimate consumer, for personal, non-business use. Retailing or retail trade involves all such activities which are related to direct sale of goods to the ultimate consumer”. Who gave this definition? 1
- | | |
|------------|----------------------|
| a. Stanton | b. Drucker |
| c. Kotler | d. None of the above |
11. These products/goods are purchased to fulfill urgent need. The consumer ends up paying more for the same. Identify these goods. 1
- | | |
|--------------------|----------------------|
| a. Emergency goods | b. Staple goods |
| c. Impulse goods | d. None of the above |
12. These Marketing intermediaries carry only complementary product lines in the market. Identify them. 1
- | | |
|-----------------|--------------|
| a. Wholesalers | b. Retailers |
| c. Distributors | d. Dealers |
13. Which of the following is also referred to as “Mark-up Pricing”? 1
- | | |
|----------------------|-----------------------|
| a. Cost Plus Pricing | b. Discount Pricing |
| c. Marginal Pricing | d. Break even Pricing |
14. “Wholesalers generally purchase goods on cash basis from the manufacturers and sometimes also give advance to the manufacturers”. Which function of the wholesaler is described in the given statement. 1
- | | |
|-------------------|----------------|
| a. Financing | b. Risk taking |
| c. Transportation | d. Storage |
15. Where does after-sales service fit into the total product offering? 1
- | | |
|---------------------|----------------------|
| a. Core product | b. Basic product |
| c. Expected product | d. Potential product |
16. “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”. Identify the type of Pricing discussed in the above lines. 1

- a. Sealed bid Pricing
 - b. Discriminatory Pricing
 - c. Going rate Pricing
 - d. Value based Pricing

17. In which Pricing strategy, Producer set a low introductory price for their products? 1

 - a. Penetration
 - b. Premium
 - c. Skimming
 - d. None of the above

18. Which of the following is not the function of packaging? 1

 - a. Product protection
 - b. Promotion
 - c. Pricing objectives
 - d. Product identification

19. Commodities which are _____ priced, generally witness a sluggish sale trend in comparison to moderately priced goods. 1

 - a. Low
 - b. High
 - c. Premium
 - d. None of the above

20. Identify the stage of PLC in which distribution channels are added as demand rises and customers accept the product, promotion is also aimed at a broader audience. 1

 - a. Introduction stage
 - b. Maturity stage
 - c. Growth stage
 - d. Decline stage

21. The functions involved in the physical exchange of goods are called 1

 - a. Logistical function
 - b. Transactional function
 - c. Facilitating function
 - d. Transit function

22. Bata Shoes always charges its product prices as Rs. 799, Rs.1245.50, Rs. 3999 etc. Identify the type of Pricing Policy adapted by them. 1

 - a. Psychological Pricing
 - b. Premium Pricing
 - c. Leader Pricing
 - d. Competitive Pricing

23. “Samsung produces a variety of electrical gadgets such as television sets, washing machines, refrigerators etc.” The Product decision involved here is referred as ----- 1

 - a. Product breadth
 - b. Product consistency
 - c. Product depth
 - d. Product positioning

24. Modern Furniture Ltd Conducted an annual sale of its range of furnitures in the Market. They adapted a unique Pricing method that helped them to fight the inflation effects through out periods of increasing cost in the market. Identify the Pricing method adapted by Modern Furnitures. 1

 - a. Break-even Pricing
 - b. Cost plus pricing
 - c. Market driven Pricing
 - d. Mark-up Pricing

25. Under this pricing policy, the manufacturer sets the price below which his/her manufactured product will not be sold to the distributors or consumers. Identify the same. 1

 - a. Resale Price Maintenance
 - b. Retail Price Maintenance
 - c. Resale Product Maintenance
 - d. Retail Product Market

26. Identify the shopping good from the list of Products given below. 1

 - a. Fruit drink
 - b. BMW Car
 - c. Refrigerator
 - d. All of the above

27. Under this pricing method, a firm will charge different prices from different customers according to their ability to pay. This policy is popular with service-enterprises like legal and medical services, CAs, etc. 1

 - a. Prestige Pricing
 - b. Dual Pricing
 - c. Leader Pricing
 - d. Premium Pricing

17. In which Pricing strategy, Producer set a low introductory price for their products? **1**

18. Which of the following is not the function of packaging? **1**

19. Commodities which are _____ priced, generally witness a sluggish sale trend in comparison to moderately priced goods. **1**

20. Identify the stage of PLC in which distribution channels are added as demand rises and customers accept the product, promotion is also aimed at a broader audience. **1**

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26. Identify the shopping good from the list of Products given below. **1**

27. Under this pricing method, a firm will charge different prices from different customers according to their ability to pay. This policy is popular with service-enterprises like legal and medical services, CAs, etc. **1**

28. _____ is the 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. 1
- a. Value based Pricing b. Dual Pricing
c. Competitive Pricing d. Leader Pricing
29. _____ are those which exist but the consumers do not want to purchase them as of now, but might eventually purchase them in future. 1
- a. Shopping products b. New unsought Products
c. Regularly Unsought products d. Industrial Products
30. Mary is a software developer who works freelance. She wants her customers to really value her work and so she consistently sets her prices higher than her competitors and never reduces the same at any point of time. Sometimes she loses work because of this, but often she wins the contract. What kind of pricing is she using? 1
- a. Penetration pricing b. Competitive Pricing
c. Skimming Pricing d. prestige pricing
31. In this stage of PLC, Competition is limited to few firms, and is from indirect or substitute products and company experiences negative profits on account of low sales volume. Identify the stage of PLC mentioned here in the given lines. 1
- a. Introduction stage b. Growth stage
c. Maturity stage d. Decline stage

SECTION C (COMPETENCY BASED QUESTIONS)

Answer any 5 questions out of the given 7 questions (1 x 5 = 5 marks)

32. Many people started purchasing products and services Online due to the corona pandemic. Customers are looking out for safe delivery of the products in the current scenario. Identify the level of packaging used in online marketing. 1
- a Primary packaging b Secondary
c Transport packaging d Bulk packaging
33. Maria has some great Christmas gifts for sale but not enough people come into her shop and see them. They tend to shop at bigger retailers instead. She cannot afford media advertising and so she decides to offer Christmas gifts for One AED each (well below what they cost her) to draw customers in. She puts a notice in the window advertising this bargain. What type of Pricing is she using here? 1
- a predatory pricing b loss leader
c psychological pricing d Cost plus pricing
34. ASSERTION(A): If the demand for a Product is inelastic, the company enjoys the advantage of charging higher prices for its products and services. 1
REASON(R): In the case of inelastic demand, the total revenue decreases when the Price is increased and the total revenue increases when the firm tries to reduce the price of its products.
- a Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A). b Both Assertion (A) and Reason (R) are true and Reason (R) is not the correct explanation of Assertion (A).
c Assertion (A) is true but Reason (R) is false d Assertion (A) is false but Reason (R) is true.
35. Lakshmi crackers Ltd., a fire cracker manufacturing company launched new range of crackers for Diwali which attracted many buyers. To meet the increased demand, the company

employed more people from nearby villages. Although the product was in great demand, appropriate safety warnings for use were not mentioned on the packets that led to many accidents. Identify the important product related decision that was not taken into consideration by the company.

- | | |
|--------------------|--------------------|
| a Branding | b Packaging |
| c Labelling | d Grading |

36. Palam rice is a wholesaler of rice. He categorizes the stock of rice into different groups on the basis of quality and fixes the price accordingly. Identify the activity performed by the wholesaler here. **1**

- | | |
|--------------------------------|--------------------------------------|
| a Physical distribution | b Warehousing |
| c Transportation | d Grading and standardization |

37. 'Cee Dee Yes' is a large scale retail establishment offering a wide variety of products, where customers can buy almost everything, from wiper to diaper under one roof. Identify this type of store. **1**

- | | |
|-------------------------------|------------------------------|
| a Multiple chain shops | b General stores |
| c Specialty stores | d Departmental stores |

38. ASSERTION(A): A wholesaler takes title to the goods he handles and assumes marketing risks in the process of distribution of goods. **1**

REASON(R): A wholesaler purchases in bulk and sell in huge lots to the retailer or industrial users.

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