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| **PERIODIC TEST 3 (2021-22)**  **ANSWER KEY** | | | | | |
| **Subject: Marketing**  **Grade: XII** | | Max. Marks:30Time: 1hr 15 min | | | |
| **Name:** | | | **Section:** | **Roll No:** | |
| ***General Instructions:***   * *This question paper consists of 2 printed pages.* * *All answers to be written in the answer sheet* * *All parts of the questions to be answered together* | | | | | |
| 1 | Platforms for Social Media Marketing   1. Facebook: It is the most popular social media platform for brands to be present. They allow a product to provide videos, photos, and longer descriptions, and even testimonials. 2. Twitter: it is the second most popular social media platform. It allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers' Home timelines. 3. LinkedIn: It is, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others. 4. 4. Google+:Google+, in addition to providing pages and some features of Facebook, is also able to integrate with the Google search engine. Other Google products are also integrated, such as Google Adwords and Google Maps. 5. Whatsapp:.WhatsApp has joined Facebook in 2014, but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world.WhatsApp started as an alternative to SMS. 6. Foursquare: Foursquare is a location-based social networking website, where users can check into locations via a Swarm app on theirsmart phones. Foursquare allowsbusinesses to create a page or create a new/claim an existing venue. 7. Instagram :In May 2014, Instagram had over 200 million users. The user engagement rate of Instagram was 15 times higher than of Facebook and 25 times higher than that of Twitter.   (any 4- 0.5 mark each) | | | | 2 |
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| 2 | 1. Cash rebate 2. Cash share-out 3. Free Prize Draws (and lotteries) 4. Sweepstakes/Games | | | | 2 |
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| 3 | 1. On the basis of customisation/empowerment: It includes low customization and low empowerment of employees (Food retailing superstore); High customization but low empowerment (Telebanking); low customization and high empowerment (Radiology service); and high customization and high empowerment (Accountant). 2. On the basis of service delivery and processing focus: Processing focus may be body, mind, tangible assets, intangible assets; and delivery system may be one-to-one sequential, one-to –one, and one-to-many. To illustrate if the focus is on mind the delivery system would be Counselling (one-to-one sequential), video games in arcade (one-to-one) and classroom lecture (one-to-many) | | | | 2 |
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| 4 | Factors Pertaining to the Middlemen  The following are the main factors concerned with the middlemen: • Services Provided by Middlemen. The selection of the middlemen be made keeping in view their services. If some product is quite new and there is the need of its publicity and promotion of sales, then instead of adopting the agency system, the work must be entrusted to the representatives. • Scope or Possibilities of Quantity of Sales. The same channel should be selected by means of which there is the possibility of more sales. • Attitude of Agents towards the Producers' Policies. The producers generally prefer to select such middlemen who go by their policies. Very often when the distribution and supply policies of the producers being disliked by the middlemen, the selection of middlemen becomes quite limited. • Cost of Channel of Distribution. While selecting the channel of distribution, the cost of distribution and the services provided by the middlemen or agents too must be kept into consideration. The producers generally select the most economical channel.  (any 3 points – 1 mark each) | | | | 3 |
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| 5 | Service Quality  Quality of service is always to be judged by what customers think. Following are the normal criteria to judge the quality of service: 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 Hariyana 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. | | | | 3 |
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| 6 | Push and Pull Strategies: The purpose of promotion is to motivate and persuade not only the ultimate consumers, but also the intermediaries involved who make available goods finally to consumers. If the strategy adopted is to motivate and persuade the intermediaries’ to make effort to increase the sales the strategy is called push strategy. The push strategy is closely related to the “Selling Concept”. It emphasizes more of personal selling (hard selling) along with advertising and other trade promotional measures. The manufacturer promotes goods to wholesalers, wholesalers in turn promote to the retailers and retailers persuading the consumers to buy.  On the other hand, the pull Strategy emphasizes on consumers. If the customer demands particular goods from the retailer and the retailers want the same from the wholesalers and the wholesalers in turn asking the manufacturers to provide that kind of goods. Thus here it is the customer to wholesaler who is pulling the cord. The advertising by the manufacturer may persuade the consumer to ask for the goods to their retailers. Retailers in turn will ask the wholesalers and the wholesalers to manufacturer. The pull strategy works well during recession. | | | | 3 |
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| 7 | Advantages of Newspaper Advertising 1. In-depth coverage 2. Mobility 3. Results assessable (coupons) 4. Improved printing due to availability of better technology 5. Cheapest in per capita viewing 6. Flexibility of immediate insertion.  Limitations of Newspapers 1. Short shelf life, newspapers are read only once 2. Poor print limits creativity 3. Advertisement space may be expensive and Passive medium 4. No audio-Video element 5. Literate people can only understand the advertisement. 6. Every advertisement has to compete against the clutter of other advertisers | | | | 3 |
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| 8. | Anitha and syeda have to perform the activities involved in physical distribution of goods. Two such activities are explained below:   * **Transportation** * **Warehousing** * **Storing and grading (any 2 points - 2 marks each)** | | | | 4 |
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| 9. | Characteristics Of Services 1. Intangibility 2. Simultaneity 3. Heterogeneity 4. Perishability 5.Non-Ownership 1. Intangibility: A service can’t be seen, touched, held, or put on a shelf, because it has no physical shape. No customer can buy physical ownership (Non-ownership) of an ‘experience’ (entertainment), ‘time’ (consulting), or ‘a process’ (dry cleaning). No service can be examined before its enactment because of intangibility. Examples of services include ticketing, babysitting, schooling, etc.  2. 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.  3. Heterogeneity: No two services can be the same, because services depend to a large extent on human actions and interactions between customers and providers. Since production and consumption goes in simultaneously, there is no chance to rectify a faulty product before it reaches the customer. Thus, heterogeneity makes it difficult to standardise the quality of service.  4. Perishability: No services can be produced and stored before consumption, hence, they are perishable. Perishability is the main source of many of the problems of supply and demand that services marketers face. A scheduled flight if not filled with fliers goes in van forever. Most of the service providers, therefore, focus their marketing mix on managing demand.  5. Non-Ownership: Customers cannot own the service they receive because ownership is not transferred from the buyer to the seller as it is with a product. | | | | 4 |
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| 10 | 1. The tool of promotion being taken into consideration by Reesha is advertising. (Reema is of the opinion that in order to increase the sale of their products, they should advertise about it on television.) (1 mark) 2. Sales promotion (Rashita is insisting that they should give limited period offers to induce sale of their handicraft goods in the market. (1 mark) 3. Difference between Advertising and Sales Promotion Advertising is different from sales promotion as it is clear from the following points. • The advertising is derived from the Latin word ‘advertere’ (turn towards), whereas Promotion has its roots in Latin word ‘pomovere’ (move forward). • Advertising is aimed at long-term building of positive brand attitude, whereas promotion is aimed at more shot-term tactical goal of ‘moving forward’ sales now. • Advertising deals indirectly with potential action by providing information or creating feelings that turn them towards the poduct/service. The promotion does not require an incentive. What is required is the primary communication objective is band purchase intention. • The pursuits of advertising are of long term, whereas sales promotion offers short term pursuits. • Advertising is costly, but sales promotion is cheaper as compared to advertising. • Advertising is suitable for medium to large firms, whereas sales promotion is suitable for large firms. • Advertising has twin purposes of increasing sales and build brands, whereas sales promotion has an extra objective of providing knowledge. • Sales Promotion is direct effect on sales, whereas advertising assumes that sales will increase. • Advertising is done through newsprint, TV, Radio, Outdoor publicity,etc., however sales promotion is done through discount coupons, free stuff, tasting, contests, events, meets, etc (any 2 points- 2 marks) | | | | 4 |