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| **PERIODIC TEST-III (2021-22)** | | | | | |
| **Subject: MARKETING**  **Grade: XII** | | Max. Marks:30Time: 1Hr 20 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 | Briefly explain any 4 social media platforms of your choice with suitable examples. | | | | 2 |
| 2 | Identify the sales promotional tool referred in the following cases:   1. The customer is invited to collect tokens from a number of packs and send them to receive cash voucher. 2. A sum of fixed money is divided among all those returning the requisite number of proofs of buying the product or service. 3. It involves putting the names of all the entrants in a computer and deciding winners by chance. 4. a contest where the distribution of prizes is dependent on random distribution of predetermined winning tickets. | | | | 2 |
| 3 | Describe the type of services:   * 1. On the basis of customisation/empowerment   2. On the basis of service delivery and processing focus | | | | 2 |
| 4 | List down any two factors affecting the choice of channels of distribution pertaining to the middlemen**.** | | | | 3 |
| 5 | List any three normal criteria to judge the quality of service . Explain the same with suitable examples. | | | | 3 |
| 6 | Identify and explain the promotional strategy adopted by companies to motivate and persuade the intermediaries to make effort to increase the sales of their products. Contrast the same with the promotional strategy adapted by the marketer to attract the consumers. | | | | 3 |
| 7 | Compare and contrast the advantages and disadvantages of newspaper advertising. | | | | 3 |
| 8. | Anitha and syeda decided to start a business on dealing with chips, khakra, pickles, spices etc. They launched a Facebook page, asked people what they wanted, and they came up with a list of about 100 places and tied-up with two dozen vendors to begin with. They were servicing people from Jaipur who wanted spices from Kerala, people from Panipat who wanted halwa from Jammu and people from Delhi who ordered fresh tea leaves from Darjeeling. Through their business, they wished to bridge the gap between sellers and buyers. The business is now worth millions.  Explain any two important activities that Anitha and syeda will have to be involved in for making the goods available to customers at the right place, in the right quantity and at the right time. | | | | 4 |
| 9. | The services are intangible, nor are they visible, felt or tasted but the services industry is omnipresent”. Throw light on this statement by explaining the various characteristics of services. | | | | 4 |
| 10 | Reesha, Vinitha and Rashita are three women entrepreneurs who are engaged in dealing with handicraft goods under the brand name ‘Kriti’ through a chain of retail outlets at five different places in Mumbai. They outsource all their products from tribal and rural women in the state of Rajasthan. Reesha is of the opinion that in order to increase the sale of their products, they should advertise about it on television. But, vinitha is arguing that advertisement expenses will add to cost of operation. Whereas Rashita is insisting that they should give limited period offers to induce sale of their handicraft goods in the market.  In the context of above case:   1. Identify the tool of promotion being taken into consideration by Reesha by quoting lines from the paragraph. (1 mark) 2. Identify the promotion tool suggested by Rashita by quoting the relevant line from the given case. (1 mark) 3. Compare and contrast the promotional tools suggested by Reesha and Rashita.(any 2 points) (2 marks) | | | | 4 |

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