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| **PERIODIC TEST 3 (2021-22)** | | | | | |
| **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 | Explain the following platforms for social media marketing:  a. Facebook  b. Linkedin | | | | 2 |
| 2 | What is marketing communication? Explain its role in promotion. | | | | 2 |
| 3 | List any four criteria to judge the quality of a service. | | | | 2 |
| 4 | Once the company decides the general channels to be used, it has to decide on the number of  middlemen in each channel. In view of the above statement explain the three distribution  alternatives available to a firm with suitable examples in detail. | | | | 3 |
| 5 | Explain the advantages of online marketing. | | | | 3 |
| 6 | Explain the advantages of advertising which is printed suitable for literates only however reaches to the masses. | | | | 3 |
| 7 | Off the shelf is an important type of sales promotion. Give any three ways by which this way od promotion is used in marketing. | | | | 3 |
| 8. | A large – sized company is planning to produce commercial vehicles for sale in the Indian  market. What factors pertaining to product will it take into consideration in designing its  channel structure and also selecting specific channel members? | | | | 4 |
| 9. | Social media usage in India has increased in fast pase, as number of internet users in India reached 302 million users by December 2014. In view of this statement explain the advantages of social media marketing. | | | | 4 |
| 10 | “Personal selling and sales promotion are part of marketing communication the purpose they serve and the process adopted reflect the different dimension of each.” In view of this statement differentiate between them. | | | | 4 |